

Factory-made cigarettes and roll-your-own tobacco products available for sale in January 2019 at major Australian retailers¹

Tobacco Company	Market segment ²	Brand	Pack size ³	Number of variants	Variant name(s)	Cigarette type	Year introduced ⁴
British American Tobacco Australia	Super-value FMCs	Rothmans ⁵	20	3	Blue, Gold, Red	Regular	2015
			23	2	Blue, Gold	Regular	2018
			25	5	Blue, Gold, Red, Silver, Menthol Green	Regular	2014
			30	3	Blue, Gold, Red	Regular	2016
			40	6	Blue, Gold, Red, Silver, Menthol Green, Black ⁶	Regular	2014
			50	5	Blue, Gold, Red, Silver, Menthol Green	Regular	2016
		Rothmans Cool Crush	20	3	Blue, Gold, Red	Flavour capsule	2017
		Rothmans Superkings	20	3	Blue, Red, Menthol Green	Extra-long sticks	2015
	ShuangXi ⁷	20	2	Original Red, Blue ⁸	Regular	Pre-2012	
	Value FMCs	Holiday	20	3	Blue, Gold, Red	Regular	2018 ⁹
			22	5	Blue, Gold, Red, Grey, Sea Green	Regular	Pre-2012
			50	5	Blue, Gold, Red, Grey, Sea Green	Regular	Pre-2012
		Pall Mall	20	4	Rich Blue, Ultimate Purple, Black ¹⁰ , Amber	Regular	Pre-2012
			40	3	Rich Blue, Ultimate Purple, Black ¹¹	Regular	Pre-2012
		Pall Mall Slims	23	5	Blue, Amber, Silver, Purple, Menthol	Short, slim sticks	Pre-2012
	Mainstream FMCs	Winfield	20	6	Blue, Gold, Sky Blue, Red, Grey, White	Regular	Pre-2012
			25	6	Blue, Gold, Sky Blue, Red, Grey, White	Regular	Pre-2012
			30	5	Blue, Gold, Sky Blue, Red, Grey	Regular	2014
			40	3	Blue, Gold, Menthol Fresh	Regular	2017
		Winfield Jets	23	2	Blue, Gold	Slim sticks	2014
		Winfield Optimum	23	1	Wild Mist	Charcoal filter	2018
			25	3	Gold, Night, Sky	Charcoal filter	Pre-2012
		Winfield Optimum Crush	20	4	Blue, Gold, Sky, Summer Rush, Menthol Boost	Flavour capsule	2018
			25	4	Blue, Gold, Sky, Menthol Boost	Flavour capsule	2012
			30	3	Blue, Gold, Sky	Flavour capsule	2016
		Winfield Original	25	3	Blue, Gold, Red	Regular	2018
			30	4	Blue, Gold, Red, Sky Blue	Regular	2016
	Premium FMCs	Benson & Hedges	20	3	Smooth Dark Blue, Classic Red, Smooth Gold	Regular	Pre-2012
			23	1	Smooth Dark Blue	Regular	2018
			25	6	Smooth Dark Blue, Classic Red, Fine Grey, Ultimate White, Rich Purple, Sky Blue	Regular	Pre-2012
30			4	Smooth Dark Blue, Classic Red, Fine Grey, Rich Purple	Regular	2014	
Dunhill		23	4	Distinct Blue, Infinite White, Premier Red,	Regular	2016 ¹²	

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Imperial Tobacco	Roll-your-own tobacco	Dunhill			Refined Grey			
			Dunhill Artic Crush	20	1	<i>None</i>	Flavour capsule	2018
			Dunhill Fine Cut	20	2	Navy, White	Regular	Pre-2012
			Dunhill Mixtures	20	2	Tokyo Crush, New York Crush	Flavour capsule	2017
			Dunhill Original	25	1	Distinct Blue	Regular	2018
			Kent	20	1	3-Tek Futura	Charcoal filter	Pre-2012
			Vogue	20	2	Superslim Menthe, Superslim Blue	Long, slim stick	Pre-2012
			Capstan	15g	1	Maker's Blend	<i>RYO</i>	2018
				25g	1	Maker's Blend	<i>RYO</i>	2018
			Holiday	25g	2	Blue, Gold	<i>RYO</i>	2016
		50g	2	Blue, Gold	<i>RYO</i>	Pre-2012		
	Port Royal	15g	2	Rum & Wine, Original	<i>RYO</i>	2018		
		25g	3	Rum & Wine, Original, Highland Whisky ¹³	<i>RYO</i>	2016		
		40g	1	Rum & Wine	<i>RYO</i>	2018		
		50g	2	Rum & Wine, Original	<i>RYO</i>	Pre-2012		
	Rothmans	20g	3	Blue, Gold, Red	<i>RYO</i>	2015		
		25g	3	Blue, Gold, Red	<i>RYO</i>	2014		
	Winfield	20g	5	Blue, Gold, Red, Spiced Rum, Fresh Menthol	<i>RYO</i>	2015		
		25g	5	Blue, Gold, Red, Spiced Rum, Fresh Menthol	<i>RYO</i>	2015		
		40g	3	Blue, Gold, Red	<i>RYO</i>	2018		
		50g	3	Blue, Gold, Red	<i>RYO</i>	Pre-2012		
Winfield State Blend	25g	2	NSW, QLD	<i>RYO</i>	2018			
Imperial Tobacco	Super-value FMCs	JPS	20	5	Blue, Gold, Red, Menthol, Silver	Regular	2012	
			25	4	Blue, Gold, Red, Menthol	Regular	Pre-2012	
			26	6	Blue, Gold, Red, Menthol, Silver, Sky Blue	Regular	2012	
			30	3	Blue, Gold, Red	Regular	2014	
			40	5	Blue, Gold, Red, Menthol, Silver	Regular	2012	
		JPS Superkings	20	6	Blue, Gold, Red, Menthol, Silver, Virginia	Extra-long stick	Pre-2012	
		JPS Crushball	25	2	Blue, Gold	Flavour capsule	2018	
		Parker & Simpson	25	3	Blue, Gold, Red	Regular	2018	
	40		3	Blue, Gold, Red	Regular	2019		
	Value FMCs		Horizon	30	8	Blue, Purple, Red, Orange, White, Yellow, Menthol Blue, Menthol Yellow	Regular	Pre-2012
		40		6	Blue, Purple, Red, Orange, White, Menthol Blue	Regular	Pre-2012	
50		8		Blue, Purple, Red, Orange, White, Yellow,	Regular	Pre-2012		

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Philip Morris	Mainstream FMCs	Horizon	93mm Long	20	4	Menthol Blue, Menthol Yellow	Extra-long stick	2015	
						Blue, Purple, Red, Gold			
		Escort ¹⁴	21	4	Blue, Red, Silver, Gold	Regular	2013		
					35	4	Blue, Red, Silver, Sky Blue	Regular	Pre-2012
							Blue, Red, Silver, Sky Blue	Regular	Pre-2012
		Camel	25	2	Filter, Blue	Regular	Pre-2012		
					Davidoff	20	2	Classic, Gold	Regular
		Peter Stuyvesant	20	3	Classic Blue, Filter Red, Fine Gold	Regular	Pre-2012		
					25	3	Classic Blue, Filter Red, Fine Gold	Regular	Pre-2012
							30	2	Classic Blue, Filter Red
		Peter Stuyvesant Crushball	20	2	Blue, Red	Flavour capsule	2018		
		Peter Stuyvesant + Pop	25	1	None	Flavour capsule	2015		
		Roll-your-own tobacco	Bank	50g	1	Aromatic Blend	RYO	Pre-2012	
						Horizon	25g	2	Blue, Menthol
	JPS		25g	3	Blue, Gold, Red	RYO	2012		
					40g	1	Select	RYO	2018
	Champion		20g	3	Ruby, Red, Blue	RYO	2013		
					25g	3	Ruby, Red, Blue	RYO	2013
					40g	1	Ruby	RYO	2016
					50g	3	Ruby, Rich Red, Smooth Blue	RYO	Pre-2012
	Champion Legendary		25g	1	Ruby	RYO	2015		
					40g	2	Ruby, Velvet Rum	RYO	2017
							50g	1	Ruby
	Champion Round Midnight		25g	2	Smooth Whisky, Velvet Rum	RYO	Pre-2012		
					40g	2	Smooth Whisky, Velvet Rum	RYO	Pre-2012
	Dr Pat		50g	1	Distinctive	RYO	Pre-2012		
	Drum		30g	3	Classic Blue, Rich Sky Blue, Smooth	RYO	Pre-2012		
					50g	6	Classic Blue, Rich Sky Blue, Smooth, Original, Refined, Fresh Menthol	RYO	Pre-2012
	Peter Stuyvesant		30g	1	Classic Blue	RYO	Pre-2012		
	Riverstone		20g	1	Premium Rum Blend	RYO	2018		
		25g			1	Premium Rum Blend	RYO	2018	
	White Ox	25g	2	Strong, Superior Dark Blend	RYO	2014			
50g				2	Strong, Superior Dark Blend	RYO	Pre-2012		
Super-value FMCs	Bond Street	20	3	Blue, Gold, Red	Regular	Pre-2012			
				25	3	Blue, Gold, Red	Regular	2014	

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Lorillard	Value FMCs	Choice	30	3	Blue, Gold, Red	Regular	2018	
			40	4	Blue, Gold, Red, Menthol	Regular	2014	
			50	2	Blue, Gold	Regular	2015	
	Value FMCs	Choice	Choice	40	1	Rich Gold	Regular	Pre-2012
			Choice Signature	20	3	Classic Blend, Bold Blend, Blonde	Regular	2015
	Mainstream FMCs	Longbeach		25	1	Classic Blend	Regular	2016
				20	4	Rich Blue, Fine Silver, Original Yellow, Menthol	Regular	Pre-2012
				30	4	Rich Blue, Fine Silver, Original Yellow, Menthol	Regular	Pre-2012
			40	6	Rich Blue, Fine Silver, Original Yellow, Select White, Menthol, Fresh Menthol	Regular	Pre-2012	
		Longbeach Moments	30	4	East Coast Blend, North Coast Blend, West Coast Blend, Fresh Coast Blend	Flavoured tobacco	2017	
		Peter Jackson		20	2	Original Blue, Rich Gold	Regular	Pre-2012
				30	6	Original Blue, Rich Gold, Virginia Red, Supreme White, Fine Silver, Menthol	Regular	Pre-2012
				40	2	Original Blue, Rich Gold	Regular	2017
		Peter Jackson Classic	30	2	Blue, Gold	Regular	2017	
		Peter Jackson Hybrid	25	2	Blue to Fresh, Gold to Fresh	Flavour capsule	Pre-2012	
	Premium FMCs	Alpine		25	5	Menthol Filter, Menthol Fine, Menthol Original, Menthol Rich, Menthol Supreme	Regular	Pre-2012
				20	2	Gold, Red	Regular	Pre-2012
		Marlboro		25	4	Gold, Red, Blue ¹⁵ , Menthol	Regular	Pre-2012
			Marlboro Ice Blast	20	1	None	Flavour capsule	Pre-2012
				25	1	None	Flavour capsule	2014
	Roll-your-own tobacco	Choice		25g	2	Rich Gold, Original Blue	<i>RYO</i>	Pre-2012
				50g	2	Rich Gold, Original Blue	<i>RYO</i>	Pre-2012
		Craftsman		15g	2	Brunswick Blend, Sailor's Rum	<i>RYO</i>	2018
				20g	2	Brunswick Blend, Sailor's Rum	<i>RYO</i>	2017
				25g	2	Brunswick Blend, Sailor's Rum	<i>RYO</i>	2017
		Longbeach		25g	1	Original Yellow	<i>RYO</i>	2018
				27g	2	Original Yellow, Rich Blue	<i>RYO</i>	2016
				55g	2	Original Yellow, Rich Blue	<i>RYO</i>	2013
Peter Jackson			25g	1	Original Blue	<i>RYO</i>	2018	
Richland Express		Super-value FMCs	Deal	20	3	Blue, Red, Purple	Regular	Pre-2012
	25			3	Blue, Red, Purple	Regular	Pre-2012	
	30			3	Blue, Red, Menthol	Regular	Pre-2012	

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	Value FMCs		40	4	Blue, Red, Purple, Breeze Menthol	Regular	2017
		Hong Ta Shan	20	1	<i>None</i>	Regular	2017
		Reef	20	3	Blue, Gold, Red	Regular	Pre-2012
			25	3	Blue, Gold, Red	Regular	2012
			30	3	Blue, Gold, Red	Regular	2018
	Mainstream FMCs		40	3	Blue, Gold, Red	Regular	2017
		Jet Clove	20	1	<i>None</i>	Clove cigarette	2014
		Manitou	20	1	No Additive Pink	Regular	Pre-2012
		Manitou Organic	20	2	Gold, Virginia Green	Regular	Pre-2012
	Roll-your-own tobacco		30	1	<i>None</i>	Regular	Pre-2012
		Deal	25g	1	Blue	<i>RYO</i>	2018
			40g	1	Blue	<i>RYO</i>	2018
		Harvest	25g	3	Dark, Dark Menthol, Dark Aroma	Regular	Pre-2012
	Manitou	30g	2	Pink, Organic Green	Regular	2016	
Brightcity International	Super-value FMCs	Huanghelou	20	1	<i>None</i>	Regular	2014
		RGD	20	1	<i>None</i>	Regular	2014
Patron Group	Super-value FMCs	Chungwha	20	2	Gold, Red	Regular	Pre-2012
		Double Happiness	20	2	Gold, Red	Regular	Pre-2012
		GD	20	1	<i>None</i>	Regular	Pre-2012
Other	Super-value FMCs	Furongwang	20	1	<i>None</i>	Regular	Pre-2012
		Lesser Panda	20	1	<i>None</i>	Regular	Pre-2012
		Liqun	20	1	<i>None</i>	Regular	2015
		Yuxi	20	1	<i>None</i>	Regular	Pre-2012
	Value FMCs	Esse	20	3	Blue, Menthol, Black	Regular	Pre-2012
	Premium FMCs	Gudang Garam	20	1	Surya Professional	Clove cigarette	Pre-2012
	Roll-your-own tobacco	Golden Virginia	30g	1	Premium Blend	<i>RYO</i>	Pre-2012
	Stockmans	50g	1	Classic	<i>RYO</i>	Pre-2012	

¹ Sourced from *Australian Retail Tobacconist (ART)* volume 107 (Jul-Sep 2018) and CBRC checks of online supermarket websites (Melbourne stores), January 2019.

² FMCs: factory-made cigarettes.

³ 'g' denotes pouch weight in grams for roll-your-own tobacco products; all others are number of cigarette sticks per pack for FMCs.

⁴ 'Pre-2012' refers to products introduced prior to 2012. Year of introduction sourced from retail trade magazine *Australian Retail Tobacconist* (2012-2018 editions), and unpublished CBRC research. This column notes when the brand/pack size was first introduced; it may be that additional variants were added to the product range in later years. Notable variant additions in later years are identified in endnotes.

⁵ Prior to 2013, Rothman's was a premium brand. In 2014 it was relaunched as a super-value brand, first available in 25s, then expanding to more pack sizes and RYO over 2015-2018.

⁶ Black variant introduced in 2017.

⁷ ShuangXi was imported by a CBAT International Co. until 2015, after which it was taken over by BATA.

⁸ Blue variant introduced in 2017.

⁹ Holiday were previously a leading Australian brand available in a wide range of pack sizes from 20s to 50s. This range was gradually reduced to only 22s between 2014 and 2018, and 22s were replaced with 20s in late 2018. Over this time, 50s appear to have been available sporadically.

¹⁰ Black variant introduced in 2018.

¹¹ Black variant introduced in 2018.

¹² Prior to 2016, Dunhill was available in 20s and 25s. To offset the September 2016 12.5% tax increase, 23s replaced 25s. 20s were removed from sale in approximately 2018.

¹³ Highland Whisky variant introduced in 2018.

¹⁴ Escort is not available in states other than South Australia (and the Northern Territory).

¹⁵ Blue variant introduced in 2017.