

Factory-made cigarettes and roll-your-own tobacco products available for sale in March 2021 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
			25	4	Blue, Gold, Red, Menthol Green	Regular	2014
			30	3	Blue, Gold, Red	Regular	2016
			40	6	Blue, Gold, Red, Silver, Menthol Green	Regular	2014
			50	5	Blue, Gold, Red, Silver, Menthol Green	Regular	2016
		Rothmans Cool Crush	20	3	Blue, Gold, Red	Flavour capsule	2017
			25	3	Blue, Gold, Red	Flavour capsule	2019
			30	2	Blue, Gold	Flavour capsule	2020
		Rothmans Smooth	23	2	Blue, Gold	Regular	2018
		Rothmans Superkings	20	3	Blue, Red, Menthol Green	Extra-long sticks	2015
	Shuang Xi ⁶	20	2	Original Red, Blue ⁷	Regular	Pre-2012	
		25	2	Blue, Red	Regular	2020	
	Value FMCs	Holiday	20	3	Blue, Gold, Rich Red	Regular	2018 ⁸
			30	1	Rich Red	Regular	2019 ⁸
			40	3	Rich Red, Bright Blue, Sun Gold	Regular	2019 ⁸
			50	4	Blue, Gold, Menthol Green, Grey	Regular	Pre-2012
		Pall Mall	20	2	Blue, Amber	Regular	2017 ⁹
			30	2	Rich Blue, Original Red	Regular	2019 ⁹
	Mainstream FMCs	Winfield	20	5	Blue, Gold, Sky Blue, Red, Grey	Regular	Pre-2012
			25	7	Blue, Gold, Sky Blue, Red, Grey, Ultimate White, Menthol Fresh	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		20	2	Blue, Gold	Charcoal filter	2019	
		25	3	Gold, Night, Sky, Menthol Boost	Charcoal filter	Pre-2012	
		40	2	Blue, Gold	Charcoal filter	2020	
Winfield Optimum Crush		20	1	Blue	Flavour capsule	2018	
		25	2	Blue, Gold	Flavour capsule	2012	
		30	3	Blue, Gold, Sky	Flavour capsule	2016	
Winfield Original		20	3	Blue, Gold, Red	Regular	2020	
		25	3	Blue, Gold, Red	Regular	2018	
		30	1	Sky Blue	Regular	2016	

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	Premium FMCs	Benson & Hedges	20	2	Smooth Dark Blue, Classic Red	Regular	Pre-2012		
			25	6	Smooth Dark Blue, Classic Red, Fine Grey, Ultimate White, Rich Purple, Subtle Sky Blue	Regular	Pre-2012		
			30	2	Smooth Dark Blue, Classic Red	Regular	2014		
				Dunhill	30	1	Blue	Regular	2019
				Dunhill Fine Cut	20	2	Navy (Blue), White	Regular	Pre-2012
				Dunhill Original	25	1	Distinct Blue	Regular	2018
				Dunhill Flo/Flow Filter	20	3	Red, Blue, White	Special filter	2019
	Roll-your-own tobacco	Kent	20	1	3-Tek Futura	Charcoal filter	Pre-2012		
			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	1	Blue		<i>RYO</i>	2016	
			Parker & Simpson	15g	1	Blue		<i>RYO</i>	2019
				25g	1	Blue		<i>RYO</i>	2019
		Port Royal	15g	3	Original Rum & Wine, Highland Whisky, Raw		<i>RYO</i>	2018	
			25g	3	Original Rum & Wine, Highland Whisky, Raw		<i>RYO</i>	2016	
			40g	1	Original Rum & Wine		<i>RYO</i>	2018	
			50g	1	Original Rum & Wine		<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	15g	1	Blue		<i>RYO</i>	2020	
			20g	3	Blue, Gold, Red		<i>RYO</i>	2015	
			25g	3	Blue, Gold, Red,		<i>RYO</i>	2015	
			40g	3	Blue, Gold, Red		<i>RYO</i>	2018	
			50g	3	Blue, Gold, Red		<i>RYO</i>	Pre-2012	
		Winfield Optimum	25g	2	Blue, Gold		<i>RYO</i>	2019	
		Imperial Tobacco	Super-value FMCs	JPS	20	4	Blue, Gold, Red, Menthol,	Regular	2012
25	5				Blue, Gold, Red, Menthol, Silver	Regular	Pre-2012		
30	3				Blue, Gold, Red	Regular	2014		
35	4				Blue, Gold, Red, Silver	Regular	2020		
40	5				Blue, Gold, Red, Menthol, Silver	Regular	2012		
JPS Superkings	20			5	Blue, Gold, Red, Menthol, Silver		Extra-long stick	Pre-2012	
JPS 93mm	20			3	Blue, Gold, Red		Extra-long stick	2020	
JPS+ Crushball	20	3	Blue, Gold, Red		Flavour capsule	2019			
	25	3	Blue, Gold, Red		Flavour capsule	2018			

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		Parker & Simpson	20	3	Blue, Red, Gold	Regular	2019
			25	3	Blue, Gold, Red	Regular	2018
			30	3	Blue, Red, Gold	Regular	2019
			40	3	Blue, Gold, Red	Regular	2019
	Value FMCs	Horizon	20	1	Red	Regular	2019
			30	8	Blue, Purple, Red, Orange, White, Yellow, Menthol Blue, Menthol Yellow	Regular	Pre-2012
			50	8	Blue, Purple, Red, Orange, White, Yellow, Menthol Blue, Menthol Yellow	Regular	Pre-2012
		Horizon 93mm Long	20	5	Blue, Purple, Red, Gold, Menthol	Extra-long stick	2015
	Mainstream FMCs	Escort ¹⁰	21	4	Blue, Red, Silver, Gold	Regular	2013
			35	4	Blue, Red, Silver, Sky Blue	Regular	Pre-2012
	Premium FMCs	Camel	25	2	Filter, Blue	Regular	Pre-2012
			Davidoff	20	2	Classic, Gold	Regular
		Peter Stuyvesant	20	2	Classic Blue, Filter Red	Regular	Pre-2012
			25	3	Classic Blue, Filter Red, Fine Gold	Regular	Pre-2012
			30	2	Classic Blue, Filter Red	Regular	2018
		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	<i>RYO</i>	Pre-2012
			Champion	15g	4	Ruby, Red, Blue, Velvet Rum	<i>RYO</i>
		20g		4	Ruby, Red, Blue, Velvet Rum	<i>RYO</i>	2013
		25g		4	Ruby, Red, Blue, Velvet Rum	<i>RYO</i>	2013
		40g		1	Ruby	<i>RYO</i>	2016
		50g		3	Ruby, Rich Red, Smooth Blue	<i>RYO</i>	Pre-2012
		Champion Legendary	25g	1	Ruby	<i>RYO</i>	2015
			40g	2	Ruby, Velvet Rum	<i>RYO</i>	2017
			50g	1	Ruby	<i>RYO</i>	2015
		Dr Pat	50g	2	Distinctive, Irish Mixture Tin	<i>RYO</i>	Pre-2012
Drum		30g	3	Classic Blue Shag, Rich Sky Blue, Smooth	<i>RYO</i>	Pre-2012	
		50g	5	Classic Blue Shag, Rich Sky Blue, Smooth, Refined, Fresh Menthol	<i>RYO</i>	Pre-2012	
Horizon		25g	2	Blue, Menthol	<i>RYO</i>	2012	
		50g	1	Blue	<i>RYO</i>	Pre-2012	
JPS	25g	3	Abundant Gold, Endless Blue, Eternal Red	<i>RYO</i>	2012		

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		Peter Stuyvesant	30g	1	Classic Blue	<i>RYO</i>	Pre-2012	
		Riverstone	15g	1	Premium Rum Blend	<i>RYO</i>	2019	
			20g	1	Premium Rum Blend	<i>RYO</i>	2018	
			25g	1	Premium Rum Blend	<i>RYO</i>	2018	
			White Ox	25g	1	Superior Dark Blend	<i>RYO</i>	2014
		50g		1	Superior Dark Blend	<i>RYO</i>	Pre-2012	
Philip Morris	Super-value FMCs	Bond Street	20	4	Blue, Gold, Red, Fresh Burst	Regular	Pre-2012 ¹¹	
			25	3	Blue, Gold, Red	Regular	2014	
			30	4	Blue, Gold, Red, Menthol	Regular	2018	
			40	4	Blue, Gold, Red, Menthol	Regular	2014	
	Bond Street Classic	20	4	Blue, Gold, Red, Fresh Burst	Regular	2019		
		25	3	Blue, Gold, Red	Regular	2019		
		30	3	Blue, Gold, Red	Regular	2020		
	Bond Street Fresh Burst	20	3	Blue, Gold	Regular	2019		
	Value FMCs	Harmony by Choice	20	2	Blue, Gold	Regular	2019	
			Choice Signature	20	3	Blonde Gold, Bold Red, Classic Blue	Regular	2015
				25	2	Blue, Red	Regular	2016
				40	2	Blue, Red, Gold	Regular	2019
	Mainstream FMCs	Longbeach	20	3	Rich Blue, Original Yellow, Menthol Green	Regular	Pre-2012	
			25	3	Menthol, Blue, Yellow	Regular	2019	
			30	4	Rich Blue, Fine Silver, Original Yellow, Menthol	Regular	Pre-2012	
			40	6	Rich Blue, Fine Silver, Original Yellow, Select White, Fresh Menthol, Menthol Green	Regular	Pre-2012	
		Longbeach Fresh Burst	20	2	Original Yellow, Rich Blue, Green			
			25	4	Original Yellow, Rich Blue, Fine Silver, Green Menthol	Flavour capsule	2020	
		Peter Jackson	20	2	Original Blue, Rich Gold, Fine Silver	Regular	Pre-2012	
			30	6	Blue, Gold, Red, White, Silver, Menthol, Virginia	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 , Gold	Flavour capsule	Pre-2012		
Peter Jackson Fresh Burst		20	3	Rich Gold, Fine Silver, Original Blue	Flavour capsule	2019		
	25	2	Original Blue, Rich Gold	Flavour capsule	2019			

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	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	
		25	3	Gold, Red, Menthol	Regular	Pre-2012		
		20	1	<i>None</i>	Flavour capsule	Pre-2012		
		25	1	<i>None</i>	Flavour capsule	2014		
	Roll-your-own tobacco	Bond Street	15g	3	Blue, Red, Gold	<i>RYO</i>	2019	
			25g	3	Blue, Red, Gold	<i>RYO</i>	2019	
		Choice	20g	3	Blue, Red, Gold	<i>RYO</i>	2021	
			25g	1	<i>None</i>	<i>RYO</i>	Pre-2012	
		Choice Tubing	55g	1	<i>None</i>	<i>RYO</i>	2016	
			70g	1	<i>None</i>	<i>RYO</i>	2016	
		Craftsman	15g	2	Brunswick Blend, Sailor's Rum	<i>RYO</i>	2018	
			25g	2	Brunswick Blend, Sailor's Rum	<i>RYO</i>	2017	
		Longbeach	25g	2	Original Yellow, Rich Blue	<i>RYO</i>	2019	
			45g	2	Original Yellow, Rich Blue	<i>RYO</i>	2019	
	55g		2	Original Yellow, Rich Blue	<i>RYO</i>	2013		
	Peter Jackson	15g	1	Blue	<i>RYO</i>	2019		
		25g	1	Blue	<i>RYO</i>	2018		
	Richland Express	Super-value FMCs	Deal	20	4	Blue, Menthol, Red, Gold	Regular	Pre-2012
				25	2	Blue, Red	Regular	Pre-2012
30				2	Blue, Menthol	Regular	Pre-2012	
40				4	Blue, Menthol, Red, Gold	Regular	2017	
Value FMCs		Reef	20	3	Blue, Gold, Red	Regular	Pre-2012	
			25	3	Blue, Gold, Red	Regular	2012	
			30	3	Blue, Gold, Red	Regular	2018	
			40	3	Blue, Gold, Red	Regular	2017	
Mainstream FMCs		Jet Clove	20	1	<i>None</i>	Clove cigarette	2014	
			20	1	No Additive Pink	Regular	Pre-2012	
			20	2	Gold, Virginia Green	Regular	Pre-2012	
Roll-your-own tobacco		Harvest	25g	3	Dark, Dark Menthol, Dark Aroma	Regular	Pre-2012	
			30g	2	Pink, Organic Green	Regular	2016	
	25g		2	Blue, Rum & Wine	?	2020		
Brightcity International	Super-value FMCs	Huanghelou	20	1	<i>None</i>	Regular	2014	
		RGD	20	1	<i>None</i>	Regular	2014	

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Patron Group	Super-value FMCs	Chunghwa	20	2	Gold, Red	Regular	Pre-2012
		Double Happiness	20	2	Gold, Red	Regular	Pre-2012
		GD	20	1	Blue	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
	Premium FMCs	Gudang Garam	20	1	Surya Filter	Clove cigarette	Pre-2012
	Roll-your-own tobacco	Golden Virginia	30g	1	Premium Blend	RYO	Pre-2012
		Stockmans	50g	1	Classic	RYO	Pre-2012

¹ Sourced from *Australian Retail Tobacconist (ART)* volume 11 (Oct-Dec 2020) and CBRC checks of online supermarket websites and checks in tobacconists in Melbourne, February-March 2021. Extensive effort has been made to ensure this table is as accurate as possible given inconsistencies across information sources in labelling of some variants.

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

⁷ Blue variant introduced in 2017.

⁸ 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.

⁹ Pall Mall 20s, 25s, 30s and 40s were discontinued in approximately 2015 and then these pack sizes were progressively reintroduced from 2017.

¹⁰ Escort is not available in states other than South Australia (and the Northern Territory).

¹¹ Fresh burst variant introduced in 2019