

## Factory-made cigarettes and roll-your-own tobacco products available for sale in March 2020 at major Australian retailers<sup>1</sup>

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>	
British American Tobacco Australia	Super-value FMCs	Rothmans <sup>5</sup>	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		
40			1	Black	Charcoal filter	2017		
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		
Rothmans Smooth		23	2	Blue, Gold	Regular	2018		
Rothmans Core		20	3	Blue, Gold, Red	<i>Unknown</i>	2020		
Rothmans Superkings		20	3	Blue, Red, Menthol Green	Extra-long sticks	2015		
Shuang Xi <sup>6</sup>		20	2	Original Red, Blue <sup>7</sup>	Regular	Pre-2012		
		25	2	Blue, Red	Regular	2020		
Value FMCs		Holiday	20	3	Bright Blue, Sun Gold, Rich Red	Regular	2018 <sup>8</sup>	
			22	5	Bright Blue, Sun Gold, Rich Red, Grey, Sea Green Menthol	Regular	Pre-2012	
			30	5	Bright Blue, Sun Gold, Rich Red, Grey, Sea Green Menthol	Regular	2019 <sup>8</sup>	
			40	3	Rich Red, Bright Blue, Sun Gold	Regular	2019 <sup>8</sup>	
			50	6	Bright Blue, Sun Gold, Rich Red, Grey, Sea Green Menthol	Regular	Pre-2012	
		Pall Mall		20	3	Rich Blue, Smooth Amber, Original Red	Regular	2017 <sup>9</sup>
				20	1	Black	Charcoal filter	2018
				30	3	Rich Blue, Smooth Amber, Original Red	Regular	2019 <sup>9</sup>
				40	3	Rich Blue, Smooth Amber, Original Red	Regular	2017 <sup>9</sup>
				40	1	Black	Charcoal filters	2018
Pall Mall Slims		23	5	Blue, Amber, Silver, Purple, Menthol	Short, slim sticks	Pre-2012		
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

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>	
British American Tobacco	Premium FMCs	Winfield Optimum Crush	25	3	Gold, Night, Sky	Charcoal filter	Pre-2012	
			40	2	Blue, Gold	Charcoal filter	2020	
			20	2	Blue, Gold,	Flavour capsule	2018	
			25	4	Blue, Gold, Sky, Menthol Boost	Flavour capsule	2012	
		Winfield Original	30	3	Blue, Gold, Sky	Flavour capsule	2016	
			20	3	Blue, Gold, Red	Regular	2020	
			25	3	Blue, Gold, Red	Regular	2018	
			30	4	Blue, Gold, Red, Sky Blue	Regular	2016	
		Winfield Max	40	2	Blue, Gold	Regular	2020	
			32	2	Blue, Gold	Extra-long sticks	2019	
			Benson & Hedges	20	2	Smooth Dark Blue, Classic Red	Regular	Pre-2012
				23	1	Smooth Gold	Regular	2018
		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	20	3	Red, Blue, Silver	Regular	2019		
		23	4	Distinct Blue, Infinite White, Premier Red, Refined Grey	Regular	2016 <sup>10</sup>		
		30	1	Blue	Regular	2019		
		Dunhill Artic Crush	20	1	<i>None</i>	Flavour capsule	2018	
		Dunhill Fine Cut	20	2	Navy (Blue), White	Regular	Pre-2012	
		Dunhill Original	20	1	Blue, Red, Blue, Silver	Regular	2019	
	25		1	Distinct Blue	Regular	2018		
	Dunhill Flo/Flow Filter	23	3	Premier Red, Distinct Blue, Infinite White	Special filter	2019		
	Kent	20	1	3-Tek Futura	Charcoal filter	Pre-2012		
	Vogue	20	2	Superslim Menthe, Superslim Blue	Long, slim stick	Pre-2012		
	Roll-your-own tobacco	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		
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			

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>		
		Rothmans	20g	3	Blue, Gold, Red	<i>RYO</i>	2015		
			25g	4	Blue, Gold, Red, Rum Blend	<i>RYO</i>	2014		
		Winfield	20g	5	Blue, Gold, Red, Spiced Rum, Fresh Menthol	<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
					26	6	Blue, Gold, Red, Menthol, Silver, Sky Blue	Regular	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			7	Blue, Gold, Red, Menthol, Silver, Virginia Red	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		
Parker & Simpson	20		3	Blue, Gold, Red	Regular	2019			
	25		3	Blue, Gold, Red	Regular	2018			
	30		3	Blue, Gold, Red	Regular	2019			
	40		3	Blue, Gold, Red	Regular	2019			
Value FMCs	Horizon		20	2	Gold, 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	4	Blue, Purple, Red, Gold	Extra-long stick	2015		
Mainstream FMCs	Escort <sup>11</sup>		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	Pre-2012		
	Peter Stuyvesant	20	2	Classic Blue, Filter Red	Regular	Pre-2012			
		25	3	Classic Blue, Filter Red, Fine Gold	Regular	Pre-2012			
	Peter Stuyvesant Classic	30	2	Blue, Red	Regular	2018			
	Peter Stuyvesant Crushball	20	2	Blue, Red	Flavour capsule	2018			
Peter Stuyvesant + Pop	25	1	<i>None</i>	Flavour capsule	2015				

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>	
	Roll-your-own tobacco	Bank	50g	1	Aromatic Blend	<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	
		JPS Select	20g	1	Select Hand-Stripped Blend	<i>RYO</i>	2018	
			40g	1	Select Hand-Stripped Blend	<i>RYO</i>	2018	
		Champion		15g	4	Ruby, Rich Red, Smooth Blue, Velvet Rum	<i>RYO</i>	2019
				20g	4	Ruby, Rich Red, Smooth Blue, Velvet Rum	<i>RYO</i>	2013
				25g	4	Ruby, Rich Red, Smooth 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, Smooth Blue, Rich Red, Velvet Rum	<i>RYO</i>	2015
				40g	2	Ruby, Velvet Rum	<i>RYO</i>	2017
				50g	1	Ruby, Smooth Blue, Rich Red	<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
		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	3	Blue, Gold, Red	Regular	Pre-2012	
			25	3	Blue, Gold, Red	Regular	2014	
			30	4	Blue, Gold, Red, Menthol	Regular	2018	
			40	4	Blue, Gold, Red, Menthol	Regular	2014	
			50	2	Blue, Gold	Regular	2015	
	Bond Street Classic		20	3	Blue, Gold, Red	Regular	2019	
			25	3	Blue, Gold, Red	Regular	2019	
	Bond Street Fresh Burst		20	3	Blue, Gold, Red	Regular	2019	
	Value FMCs	Choice		40	1	Blue, Gold, Red	Regular	Pre-2012
				20	2	Blue, Gold	Regular	2019
			20	3	Classic Blend, Bold Blend, Blonde Gold	Regular	2015	
			25	2	Original Blue, Bold Red	Regular	2016	

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>
Lorillard	Mainstream FMCs	Longbeach	40	3	Original Blue, Bold Red, Blonde Gold	Regular	2019
			20	4	Rich Blue, Fine Silver, Original Yellow, Menthol Green	Regular	Pre-2012
			25	4	Menthol, Original Yellow, Rich Blue, Fine Silver	Regular	2019
			30	5	Rich Blue, Fine Silver, Original Yellow, Menthol Green, White	Regular	Pre-2012
			40	6	Rich Blue, Fine Silver, Original Yellow, Select White, Fresh Menthol, Menthol Green	Regular	Pre-2012
		Longbeach Fresh Burst	25	3	Original Yellow, Rich Blue, Fine Silver	Flavour capsule	2020
		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 Green	Regular	Pre-2012
		Peter Jackson Classic	40	2	Original Blue, Rich Gold	Regular	2017
	30		2	Blue, Gold	Regular	2017	
	Peter Jackson Hybrid		25	2	Blue to Fresh, Gold to Fresh	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	
	Premium FMCs	Alpine	25	5	Menthol Filter, Menthol Fine, Menthol Original, Menthol Rich, Menthol Supreme	Regular	Pre-2012
			Marlboro	20	2	Gold, Red	Regular
		Marlboro Ice Blast	25	3	Gold, Red, Menthol	Regular	Pre-2012
			20	1	None	Flavour capsule	Pre-2012
	25	1	None	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	25g	3	Rich Gold, Original Blue, Full Red	<i>RYO</i>	Pre-2012
		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	
Peter Jackson		15g	1	Blue	<i>RYO</i>	2019	
	25g	1	Original Blue	<i>RYO</i>	2018		
Richland Express	Super-value FMCs	Deal	20	2	Blue, Red	Regular	Pre-2012
			25	2	Blue, Purple	Regular	Pre-2012

Tobacco Company	Market segment <sup>2</sup>	Brand	Pack size <sup>3</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>4</sup>
	Value FMCs	Deal Ice Cap	30	2	Blue, Red	Regular	Pre-2012
			40	2	Blue, Red	Regular	2017
		20	2	Blue, Gold	Flavour Capsule	2019	
		20	4	Blue, Gold, Red, Menthol	Regular	Pre-2012	
		25	3	Blue, Gold, Red	Regular	2012	
		30	3	Blue, Gold, Red	Regular	2018	
	Mainstream FMCs	Jet Clove	40	3	Blue, Gold, Red	Regular	2017
			20	1	<i>None</i>	Clove cigarette	2014
			20	1	No Additive Pink	Regular	Pre-2012
	Roll-your-own tobacco	Manitou Organic	20	2	Gold, Virginia Green	Regular	Pre-2012
			25g	3	Dark, Dark Menthol, Dark Aroma	Regular	Pre-2012
	Brightcity International	Super-value FMCs	Harvest	30g	2	Pink, Organic Green	Regular
20				1	<i>None</i>	Regular	2014
Patron Group	Super-value FMCs	RGD	20	1	<i>None</i>	Regular	2014
			20	2	Gold, Red	Regular	Pre-2012
			20	2	Gold, Red	Regular	Pre-2012
Other	Super-value FMCs	GD	20	1	<i>None</i>	Regular	Pre-2012
			20	1	<i>None</i>	Regular	Pre-2012
			20	1	<i>None</i>	Regular	2015
	Value FMCs	Yuxi	20	1	<i>None</i>	Regular	Pre-2012
			20	3	Blue, Menthol, Black	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
			50g	1	Classic	RYO	Pre-2012

<sup>1</sup> Sourced from *Australian Retail Tobacconist (ART)* volume 112 (Oct-Dec 2019) and CBRC checks of online supermarket websites and checks in tobacconists in Melbourne, February-March 2020. Extensive effort has been made to ensure this table is as accurate as possible given inconsistencies across information sources in labelling of some variants.

<sup>2</sup> FMCs: factory-made cigarettes.

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

<sup>4</sup> '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.

---

<sup>5</sup> 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.

<sup>6</sup> Shuang Xi was imported by a CBAT International Co. until 2015, after which it was taken over by BATA.

<sup>7</sup> Blue variant introduced in 2017.

<sup>8</sup> 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.

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

<sup>10</sup> 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.

<sup>11</sup> Escort is not available in states other than South Australia (and the Northern Territory).