Factory-made cigarettes and roll-your-own tobacco products available for sale in November 2023 at major Australian retailers<sup>i</sup>

Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
British American	Super-value	Derby	20	3	Blue, Gold, Red	Regular	2022
Tobacco Australia	FMCs	Rothmans <sup>v</sup>	25	3	Blue, Gold, Red	Regular	2014
			30	3	Blue, Gold, Red	Regular	2016
			40	5	Blue, Gold, Menthol Green, Red, Silver	Regular	2014
		Rothmans Classic	40	2	Blue, Gold	Regular	2020
		Rothmans Cool Crush	20	2	Blue, Gold	Flavour capsule	2017
			25	3	Blue, Gold, Red	Flavour capsule	2019
			30	2	Blue, Gold	Flavour capsule	2020
		<b>Rothmans Signature</b>	20	3	Blue, Gold, Red	Regular	2023
			25	3	Blue, Gold, Red	Regular	2023
			30	3	Blue, Gold, Red	Regular	2023
			40	3	Blue, Gold, Red	Regular	2023
		Stradbroke	20	3	Blue, Gold, Red	Regular	2021
			40	3	Blue, Gold, Red	Regular	2021
	Value FMCs	Holiday	20	5	Bright Blue, Menthol, Rich Red, Sea Green, Sun Gold	Regular	2018 <sup>vi</sup>
			30	3	Bright Blue, Rich Red, Sun Gold	Regular	2019 <sup>vi</sup>
			40	5	Bright Blue, Menthol, Rich Red, Sea Green, Sun Gold	Regular	2019 <sup>vi</sup>
			50	1	Bright Blue	Regular	2012
		Holiday Crush	20	2	Blue, Gold	Flavour capsule	2022
			25	2	Blue, Gold	Flavour capsule	2022
		Holiday Longboard	20	2	Blue, Gold	TBC <sup>vii</sup>	2023
		Pall Mall	20	3	Amber, Blue, Red	Regular	2017 <sup>viii</sup>
			30	1	Blue	Regular	2019 <sup>viii</sup>
			40	2	Blue, Red	Regular	2017 <sup>viii</sup>
	Mainstream	Winfield	20	1	Original Blue	Regular	2012
	FMCs		25	5	Original Blue, Original Gold, Original Red, Supreme Blue, Supreme Gold	Regular	Pre-2012

Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
			30	4	Original Gold, Original Blue, Supreme Blue, Supreme Gold	Regular	2014
			40	2	Blue, Gold	Regular	2017
		Winfield Classic	25	2	Blue, Gold	Regular	2021
			30	1	Gold	Regular	2020
		Winfield Flow Filter	25	5	Blue, Gold, Grey, Sky Blue, White	Special filter	2021
			30	2	Blue, Gold	Special filter	2023
		Winfield Jets	23	2	Blue, Gold	Slim sticks	2014
		Winfield Optimum Crush	20	2	Blue, Gold	Flavour capsule	2018
			25	3	Blue, Gold, Sky	Flavour capsule	2012
			30	3	Blue, Gold, Sky	Flavour capsule	2016
		Winfield Original	20	2	Blue, Gold	Regular	2020
			25	3	Blue, Gold, Red	Regular	2018
			30	5	Blue, Gold, Grey, Red, Sky Blue	Regular	2016
		Winfield Supreme Smooth	25	2	Blue, Gold	Regular	2023
			30	2	Blue, Gold	Regular	2023
	Premium	Benson & Hedges	20	2	Smooth Dark Blue, Classic Red	Regular	Pre-2012
	FMCs		25	3	Smooth Dark Blue, Classic Red, Fine Grey	Regular	Pre-2012
			30	1	Smooth Dark Blue	Regular	2014
		Dunhill Original	25	1	Distinct Blue	Regular	2018
		Vogue	20	2	Superslim Menthe, Superslim Blue	Long, slim stick	Pre-2012
	Roll-your-own tobacco	Capstan	15g	1	Maker's Blend	RYO	2018
			25g	1	Maker's Blend	RYO	2018
		Holiday	15g	3	Lasting Blue, Lasting Gold, Lasting Red	RYO	2022
			25g	3	Lasting Blue, Lasting Gold, Lasting Red	RYO	2016
		Howling Wolf	25g	1	Rum	RYO	2023
		Parker & Simpson	15g	1	Blue	RYO	2019
			25g	2	Blue, Gold	RYO	2019
		Port Royal	15g	1	Original Rum & Wine	RYO	2018
			25g	1	Original Rum & Wine	RYO	2016
			50g	1	Original Rum & Wine	RYO	Pre-2012

Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
		Rothmans	15g	3	Blue, Gold, Red	RYO	2023
			25g	3	Blue, Gold, Red	RYO	2014
		Winfield	15g	2	Blue, Gold	RYO	2020
			25g	3	Blue, Gold, Red,	RYO	2015
			50g	3	Blue, Gold, Red	RYO	Pre-2012
		Winfield Optimum	25g	2	Blue, Gold	RYO	2019
Imperial Tobacco	Super-value	JPS	20	4	Blue, Gold, Red, Menthol,	Regular	2012
	FMCs		23	3	Blue, Gold, Red	Regular	2020
			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 93mm	20	3	Blue, Gold, Red	Extra-long stick	2020
		JPS Evolve	20	3	Blue, Gold, Red	TBCvii	2023
			25	3	Blue, Gold, Red	TBCvii	2023
		JPS Superkings	20	5	Gold, Menthol, Red, Rich Blue, Silver	Extra-long stick	Pre-2012
		JPS+ Crushball	20	2	Blue, Gold	Flavour capsule	2019
			25	2	Blue, Gold	Flavour capsule	2018
		Lambert & Butler	20	3	Blue, Gold, Red	Regular	2021
			25	3	Blue, Gold, Red	Regular	2021
			30	3	Blue, Gold, Red	Regular	2023
			40	3	Blue, Gold, Red	Regular	2023
		Parker & Simpson	20	3	Blue, Red, Gold	Regular	2019
			25	3	Blue, Gold, Red	Regular	2018
			30	3	Blue, Red, Gold	Regular	2019
			40	4	Blue, Gold, Menthol, Red	Regular	2019
	Value FMCs	Horizon	20	2	Blue, Gold	Regular	2019
			30	6	Blue, Menthol Blue, Orange, Purple, Red, White	Regular	Pre-2012
			50	8	Blue, Menthol Blue, Menthol Yellow, Orange, Purple, Red, White, Yellow	Regular	Pre-2012
		Horizon 93mm Long	20	5	Blue, Gold, Menthol, Purple, Red	Extra-long stick	2015

Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
		Horizon Classic	20	2	Blue, Gold	Regular	2023
			40	3	Blue, Purple, Red	Regular	2022
	Premium	Peter Stuyvesant	20	2	Classic Blue, Filter Red	Regular	Pre-2012
	FMCs		25	2	Classic Blue, Filter Red	Regular	Pre-2012
			30	1	Classic Blue	Regular	2018
	Roll-your-own	Bank	50g	1	Aromatic Blend	RYO	Pre-2012
	tobacco	Champion	15g	1	Legendary Ruby	RYO	2019
			20g	1	Legendary Ruby	RYO	2013
			25g	3	Rich Red, Legendary Ruby, Smooth Blue	RYO	2013
			40g	1	Legendary Ruby	RYO	2016
			50g	2	Legendary Ruby, Smooth Blue	RYO	Pre-2012
		Dr Pat	50g	1	Distinctive	RYO	Pre-2012
		Drum	30g	2	Classic Leaf, Smooth Leaf	RYO	2023
			50g	5	Classic Leaf, Classic Blue, Fresh Menthol, Rich Sky Blue, Smooth Leaf	RYO	Pre-2012
		Horizon	25g	2	Blue, Menthol	RYO	2012
			50g	1	Blue	RYO	Pre-2012
		JPS	15g	3	Abundant Gold, Endless Blue, Eternal Red	RYO	2022
			25g	3	Abundant Gold, Endless Blue, Eternal Red	RYO	2012
		JPS Evolve	15g	1	Blue	RYO	2023
			25g	1	Blue	RYO	2023
		Peter Stuyvesant	30g	1	Blue	RYO	2012
		Riverstone	15g	1	Premium Rum Blend	RYO	2019
			20g	1	Premium Rum Blend	RYO	2018
			25g	1	Premium Rum Blend	RYO	2018
		White Ox	25g	1	Superior Dark Blend	RYO	2014
			50g	1	Superior Dark Blend	RYO	Pre-2012
Philip Morris	Super-value	Bond Street	20	1	Red	Regular	Pre-2012
	FMCs		30	4	Blue, Gold, Red, Menthol	Regular	2018
			30	4	Blue, Gold, Red, Menthol	Regular	2018
		Bond Street Classic	20	4	Blue, Gold, Red, Menthol	Regular	2019

Previous     25     2     Blue, Gold, Red     Regular     2019       30     3     Blue, Gold, Red     Regular     2021       Bond Street Fresh Burst     20     3     Blue, Gold, Red     Regular     2021       Chesterfield     20     4     Blue, Gold, Red, Menthol     Regular     2022       Chesterfield     20     4     Blue, Gold, Red, Menthol     Regular     2022       Chesterfield Cool Pop     20     2     Blue, Gold, Red, Menthol     Regular     2022       Chesterfield Cool Pop     20     2     8     Blue, Gold Red, Red, Menthol     Regular     2022       Value FMCS     Choice Signature     20     3     Blonde Gold, Red, Classic Blue     Regular     2022       Mainstream     Longbeach     20     3     Blonde Gold, Red     Regular     2019       Mainstream     Longbeach Fresh Burst     25     3     Menthol Green, Original Yellow, Rich Blue     Regular     2019       Pre-Z012     State     State     State     State     State     State	Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
Nome     Nome <th< td=""><td></td><td>-</td><td></td><td>25</td><td>2</td><td>Blue, Gold</td><td>Regular</td><td>2019</td></th<>		-		25	2	Blue, Gold	Regular	2019
Bond Street Fresh Burst     20     3     Blue, Gold, Red     Regular     2019       25     2     Blue, Gold, Red, Menthol     Regular     2022       Chesterfield     20     4     Blue, Gold, Red, Menthol     Regular     2023       40     4     Blue, Gold, Red, Menthol     Regular     2022       40     4     Blue, Gold, Red, Menthol     Regular     2022       40     4     Blue, Gold, Red, Menthol     Regular     2022       Value FMCs     Choice Signature     20     3     Blue, Gold, Red     Regular     2015       Mainstream     Choice Signature     20     3     Blue, Gold, Red     Regular     2019       Mainstream     Longbeach     20     3     Blue, Gold, Red     Regular     2019       FMCS     Longbeach     20     3     Blue, Gold, Red     Regular     2019       Mainstream     Longbeach Fresh Burst     20     4     Fine Silver, Original Vellow, Rich Blue     Regular     2019       FMCS     Longbeach Fresh Burst     25				30	3	Blue, Gold, Red	Regular	2020
Preside     2     Blue, Gold, Red, Menthol     Regular     2022       Chesterfield     20     4     Blue, Gold, Red, Menthol     Regular     2023       30     30     Blue, Gold, Red, Menthol     Regular     2023       Chesterfield Cool Pop     20     2     Blue, Gold, Red, Menthol     Regular     2023       Value FMCs     Choice Signature     20     3     Blue, Gold, Bold Red, Classic Blue     Regular     2024       Mainstream FMCs     Choice Signature     20     3     Blue, Gold, Bold Red, Classic Blue     Regular     2015       Mainstream FMCs     Longbeach     20     3     Blue, Gold, Bold Red, Classic Blue     Regular     2019       3     Blue, Gold, Bold Red, Classic Blue     Regular     2019     2019     2019       Mainstream FMCs     Longbeach     Preson     20     3     Blue, Gold, Bold Red, Classic Blue     Regular     2019       3     Gene     Fine Silver, Original Yellow, Rich Blue     Regular     2019     2019       3     Gene     Fine Silver, Original Yellow, Rich Blue				40	3	Blue, Gold, Red	Regular	2021
$ \frac{1}{100} = \frac{1}{100} + 1$			Bond Street Fresh Burst	20	3	Blue, Gold, Red	Regular	2019
Nome     Nome <th< td=""><td></td><td></td><td></td><td>25</td><td>2</td><td>Blue, Gold</td><td>Regular</td><td>2022</td></th<>				25	2	Blue, Gold	Regular	2022
Nome     Nome <th< td=""><td></td><td></td><td>Chesterfield</td><td>20</td><td>4</td><td>Blue, Gold, Red, Menthol</td><td>Regular</td><td>2022</td></th<>			Chesterfield	20	4	Blue, Gold, Red, Menthol	Regular	2022
Chesterfield Cool Pop     20     2     Blue, Gold     Regular     2022       Value FMCs     Choice Signature     20     3     Blonde Gold, Bold Red, Classic Blue     Regular     2015       Mainstream     Harmony by Choice     20     3     Blonde Gold, Red     Regular     2019       Mainstream     Longbeach     20     3     Blue, Gold Red, Classic Blue     Regular     2019       Mainstream     Longbeach     20     4     Fine Silver, Menthol Green, Original Yellow, Rich Blue     Regular     2019       FMCs     Pre-2012     Silver, Menthol Green, Original Yellow, Menthol Green, Regular     Pre-2012     Pre-2012       30     4     Fine Silver, Original Yellow, Menthol Green, Negular     Pre-2012     Pre-2012       40     6     Fine Silver, Original Yellow, Menthol Green, Menthol Green, Menthol     Regular     Pre-2012       10     25     4     Original Yellow, Rich Blue     Flavour capsule     2019       10     25     4     Original Yellow, Rich Blue     Flavour capsule     2012       10     20     3     Green				30	3	Blue, Gold, Red	Regular	2023
Value FMCsChoice Signature202Blue, GoldRegular2022Value FMCsChoice Signature203Blonde Gold, Bold Red, Classic BlueRegular2015Mainstream FMCsLongbeach203Blue, Gold, RedRegular2019Mainstream FMCsLongbeach204Fine Silver, Menthol Green, Original Yellow, Rich BlueRegular2019304Fine Silver, Original Yellow, Rich BlueRegular20192019304Fine Silver, Original Yellow, Menthol Green, Original Yellow, Menthol Green, Rich BlueRegular2019406Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich BlueRegularPre-2012407Original Yellow, Rich Blue, Fine Silver, Green MentholFlavour capsule2021408Fine, Menthol, Original Pellow, Rich BlueFlavour capsule20194096Fine, Menthol, Original Blue, Rich Gold, Silver, Supreme, VirginiaRegularPre-20124096Fine, Menthol, Original Blue, Rich Gold, Silver, Supreme, VirginiaRegular2017402Original Blue, Rich GoldRegular20174124Supreme, Virginal Blue, Rich GoldRegular2017422Original Blue, Rich GoldRegular2017432Original Blue, Rich GoldRegular2017442Original Blue, Rich GoldRegular201745<				40	4	Blue, Gold, Red, Menthol	Regular	2022
Value FMCsChoice Signature203Blonde Gold, Bold Red, Classic BlueRegular2015Mainstream FMCsLongbeach203Blue, Gold, RedRegular2019Mainstream FMCsLongbeach204Fine Silver, Menthol Green, Original Yellow, Rich BlueRegular2019304Fine Silver, Original Yellow, Rich BlueRegular2019304Fine Silver, Original Yellow, Menthol Green, 			Chesterfield Cool Pop	20	2	Blue, Gold	Regular	2022
Harmony by Choice     20     3     Blue, Gold, Red     Regular     2019       Mainstream FMCs     Longbeach     20     4     Fine Silver, Menthol Green, Original Yellow, Rich Blue     Regular     Pre-2012       25     3     Menthol Green, Original Yellow, Menthol Green, Rich Blue     Regular     Pre-2012       30     4     Fine Silver, Original Yellow, Menthol Green, Rich Blue     Regular     Pre-2012       40     6     Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich Blue     Regular     Pre-2012       10     6     Fine Silver, Original Yellow, Menthol Green, Menthol     Regular     Pre-2012       10     6     Fine Silver, Original Yellow, Menthol Green, Menthol     Regular     Pre-2012       10     7     6     Fine, Menthol, Original Yellow, Rich Blue     Flavour capsule     2020       10     3     Green Menthol, Original Blue, Rich Gold, Silver, Menthol     Regular     2011       10     2     Original Blue, Rich Gold     Regular     2017       10     2     Original Blue, Rich Gold     Regular     2017       10 <td< td=""><td></td><td></td><td></td><td>25</td><td>2</td><td>Blue, Gold</td><td>Regular</td><td>2022</td></td<>				25	2	Blue, Gold	Regular	2022
Mainstream FMCsLongbeach204Fine Silver, Menthol Green, Original Yellow, Rich BlueRegularPre-2012253Menthol Green, Original Yellow, Rich BlueRegular2019304Fine Silver, Original Yellow, Menthol Green, Rich BlueRegularPre-2012406Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich BlueRegularPre-2012Longbeach Fresh Burst254Original Yellow, Rich BlueRegularPre-201220303Green Menthol, Original Yellow, Rich BlueFlavour capsule202020303Green Menthol, Original Yellow, Rich BlueFlavour capsule20212020303Green Menthol, Original Blue, Rich Gold, Silver, Supreme, VirginiaRegularPre-2012Peter Jackson Classic302Blue, GoldRegular2017Peter Jackson Fresh Burst202Original Blue, Rich GoldFlavour capsule2017Peter Jackson Fresh Burst202Original Blue, Rich GoldFlavour capsule201921251GoldFlavour capsule20192019251GoldFlavour capsule2012Premium FMCsAlpine255Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol SupremeRegularPre-2012Premium FMCsAlpine255Menthol Fine, Menthol SupremeRegularPre-2012		Value FMCs	Choice Signature	20	3	Blonde Gold, Bold Red, Classic Blue	Regular	2015
FMCs     Rich Blue     Rich Blue     Regular     2019       30     4     Fine Silver, Original Yellow, Rich Blue     Regular     Pre-2012       30     4     Fine Silver, Original Yellow, Menthol Green, Rich Blue     Regular     Pre-2012       40     6     Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich Blue     Regular     Pre-2012       10     6     Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich Blue     Regular     Pre-2012       10     6     Fine Silver, Original Yellow, Rich Blue     Flavour capsule     2020       10     3     Green Menthol, Original Yellow, Rich Blue     Flavour capsule     2021       10     3     Green Menthol, Original Blue, Rich Gold, Silver, Supreme, Virginia     Regular     2021       10     2     Original Blue, Rich Gold     Regular     2017       10		value rivies	Harmony by Choice	20	3	Blue, Gold, Red	Regular	2019
30   4   Fine Silver, Original Yellow, Menthol Green, Rich Blue   Regular   Pre-2012     40   6   Fine Silver, Original Yellow, Menthol Green, Menthol Fresh, Select, Rich Blue   Regular   Pre-2012     Longbeach Fresh Burst   25   4   Original Yellow, Rich Blue, Fine Silver, Green Menthol   Flavour capsule   2020     30   3   Green Menthol, Original Yellow, Rich Blue   Flavour capsule   2021     Peter Jackson   30   3   Green Menthol, Original Blue, Rich Gold, Silver, Supreme, Virginia   Regular   Pre-2012     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   20   Original Blue, Rich Gold   Regular   2017     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2019     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Flavour capsule   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2019     Peter Jackson Hybrid   25 </td <td></td> <td></td> <td>Longbeach</td> <td>20</td> <td>4</td> <td></td> <td>Regular</td> <td>Pre-2012</td>			Longbeach	20	4		Regular	Pre-2012
Rich Blue   Rich Blue   Rich Blue   Regular   Pre-2012     Kenthol Fresh, Select, Rich Blue   Regular   Pre-2012     Longbeach Fresh Burst   25   4   Original Yellow, Rich Blue, Fine Silver, Green   Flavour capsule   2020     Nenthol   30   3   Green Menthol, Original Yellow, Rich Blue, Fine Silver, Green   Flavour capsule   2021     Peter Jackson   30   3   Green Menthol, Original Blue, Rich Gold, Silver, Supreme, Virginia   Regular   2021     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule<				25	3	Menthol Green, Original Yellow, Rich Blue	Regular	2019
Menthol Fresh, Select, Rich Blue   Longbeach Fresh Burst   25   4   Original Yellow, Rich Blue, Fine Silver, Green Menthol   Flavour capsule   2020     30   3   Green Menthol, Original Yellow, Rich Blue, Rich Gold, Silver, Supreme, Virginia   Flavour capsule   2021     Peter Jackson   30   6   Fine, Menthol, Original Blue, Rich Gold, Silver, Supreme, Virginia   Regular   Pre-2012     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Classic   30   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   20   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Flavour capsule   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012				30	4		Regular	Pre-2012
Menthol   Menthol     30   3   Green Menthol, Original Yellow, Rich Blue   Flavour capsule   2021     Peter Jackson   30   6   Fine, Menthol, Original Blue, Rich Gold, Silver, Supreme, Virginia   Regular   Pre-2012     40   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Regular   2019     Peter Jackson Hybrid   25   2   Original Blue, Rich Gold   Flavour capsule   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012     Premium FMCs   Alpine   25   5   Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol Supreme   Pre-2012				40	6		Regular	Pre-2012
Peter Jackson306Fine, Menthol, Original Blue, Rich Gold, Silver, Supreme, VirginiaRegularPre-2012402Original Blue, Rich GoldRegular2017Peter Jackson Classic302Blue, GoldRegular2017Peter Jackson Fresh Burst202Original Blue, Rich GoldFlavour capsule2019252Original Blue, Rich GoldFlavour capsule2019Peter Jackson Hybrid251GoldFlavour capsule2012Premium FMCsAlpine255Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol SupremeRegularPre-2012			Longbeach Fresh Burst	25	4	-	Flavour capsule	2020
Supreme, Virginia402Original Blue, Rich GoldRegular2017Peter Jackson Classic302Blue, GoldRegular2017Peter Jackson Fresh Burst202Original Blue, Rich GoldFlavour capsule2019252Original Blue, Rich GoldFlavour capsule2019Peter Jackson Hybrid251GoldFlavour capsule2012Premium FMCsAlpine255Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol SupremePre-2012				30	3	Green Menthol, Original Yellow, Rich Blue	Flavour capsule	2021
Peter Jackson Classic   30   2   Blue, Gold   Regular   2017     Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Flavour capsule   2019     25   2   Original Blue, Rich Gold   Flavour capsule   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012     Premium FMCs   Alpine   25   5   Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol Supreme   Regular   Pre-2012			Peter Jackson	30	6		Regular	Pre-2012
Peter Jackson Fresh Burst   20   2   Original Blue, Rich Gold   Flavour capsule   2019     25   2   Original Blue, Rich Gold   Flavour capsule   2019     Peter Jackson Hybrid   25   1   Gold   Flavour capsule   2012     Premium FMCs   Alpine   25   5   Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol Supreme   Regular   Pre-2012				40	2	Original Blue, Rich Gold	Regular	2017
252Original Blue, Rich GoldFlavour capsule2019Peter Jackson Hybrid251GoldFlavour capsule2012Premium FMCsAlpine255Menthol Fine, Menthol Filter, Menthol Original, Menthol Rich, Menthol SupremeRegularPre-2012			Peter Jackson Classic	30	2	Blue, Gold	Regular	2017
Peter Jackson Hybrid251GoldFlavour capsule2012Premium FMCsAlpine255Menthol Fine, Menthol Filter, Menthol Original, RegularPre-2012Premium FMCsPre-2012Menthol Rich, Menthol SupremePre-2012			Peter Jackson Fresh Burst	20	2	Original Blue, Rich Gold	Flavour capsule	2019
Premium Alpine 25 5 Menthol Fine, Menthol Filter, Menthol Original, Regular Pre-2012   FMCs Menthol Rich, Menthol Supreme				25	2	Original Blue, Rich Gold	Flavour capsule	2019
FMCs Menthol Rich, Menthol Supreme			Peter Jackson Hybrid	25	1	Gold	Flavour capsule	2012
Marlboro202Original Gold, RedRegularPre-2012			Alpine	25	5		Regular	Pre-2012
			Marlboro	20	2	Original Gold, Red	Regular	Pre-2012

Tobacco Company	Market segment <sup>ii</sup>	Brand	Pack size <sup>iii</sup>	Number of variants	Variant name(s)	Cigarette type	Year introduced <sup>iv</sup>
			25	2	Original Gold, Red	Regular	Pre-2012
		Marlboro Crafted	20	2	Full Flavour, Smooth Flavour	Regular	Pre-2021
		Marlboro Ice Blast	20	1	None	Flavour capsule	2012
			25	1	None	Flavour capsule	2014
	Roll-your-own	Bond Street	15g	3	Blue, Red, Gold	RYO	2019
	tobacco		25g	3	Blue, Red, Gold	RYO	2019
		Chesterfield	15g	4	Electric Red, Festival Gold, Midnight Rum, Neon Blue	RYO	2023
			25g	4	Electric Red, Festival Gold, Midnight Rum, Neon Blue	RYO	2023
		Choice	15g	3	Original Blue, Full Red, Rich Gold	RYO	2021
			25g	3	Original Blue, Full Red, Rich Gold	RYO	2018
		Craftsman	15g	2	Brunswick Blend, Sailor's Rum	RYO	2018
			25g	2	Brunswick Blend, Sailor's Rum	RYO	2017
		Longbeach	25g	2	Original Yellow, Rich Blue	RYO	2019
			45g	2	Original Yellow, Rich Blue	RYO	2019
		Marlboro Crafted	25g	2	Rum, Smooth Flavour	RYO	2022
Richland Express	Super-value FMCs	Deal	20	4	Breeze Menthol, Full Red, Original Blue, Rich Gold	Regular	Pre-2012
			40	2	Full Red, Original Blue	Regular	2017
	Value FMCs	Easy	30	2	Blue, Red	Regular	Pre-2021
	Mainstream	Jet Clove	20	1	None	Clove cigarette	2014
	FMCs	Manitou	20	1	Organic	Regular	Pre-2012
	Roll-your-own	Manitou	25g	1	Organic	RYO	2022
	tobacco	Manitou	30g	1	Organic	RYO	2016
Other	Roll-your-own tobacco	Bravo	10g	1	None	RYO	2022

<sup>&</sup>lt;sup>i</sup> Sourced from CBRC checks of online supermarket and tobacconist websites and checks in-store in Melbourne, November 2023. 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>&</sup>lt;sup>ii</sup> FMCs: factory-made cigarettes.

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

<sup>v</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>vi</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>vii</sup> Cigarette type to be confirmed (TBC) in future investigation.

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

<sup>&</sup>lt;sup>iv</sup> 'Pre-2012' refers to products introduced prior to 2012. Year of introduction sourced from retail trade magazine *Australian Retail Tobacconist* (2012-2020 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.