

Factory-made cigarettes and roll-your-own tobacco products available for sale in November 2023 at major Australian retailersⁱ

Tobacco Company	Market segment ⁱⁱ	Brand	Pack size ⁱⁱⁱ	Number of variants	Variant name(s)	Cigarette type	Year introduced ^{iv}
British American Tobacco Australia	Super-value FMCs	Derby	20	3	Blue, Gold, Red	Regular	2022
		Rothmans ^v	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
		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
		Rothmans Signature	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 ^{vi}
			30	3	Bright Blue, Rich Red, Sun Gold	Regular	2019 ^{vi}
			40	5	Bright Blue, Menthol, Rich Red, Sea Green, Sun Gold	Regular	2019 ^{vi}
			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 ^{vii}	2023
		Pall Mall	20	3	Amber, Blue, Red	Regular	2017 ^{viii}
			30	1	Blue	Regular	2019 ^{viii}
40			2	Blue, Red	Regular	2017 ^{viii}	
Mainstream FMCs	Winfield	20	1	Original Blue	Regular	2012	
		25	5	Original Blue, Original Gold, Original Red, Supreme Blue, Supreme Gold	Regular	Pre-2012	

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British American Tobacco	Premium FMCs	Winfield	30	4	Original Gold, Original Blue, Supreme Blue, Supreme Gold	Regular	2014
			40	2	Blue, Gold	Regular	2017
			25	2	Blue, Gold	Regular	2021
			30	1	Gold	Regular	2020
			25	5	Blue, Gold, Grey, Sky Blue, White	Special filter	2021
			30	2	Blue, Gold	Special filter	2023
			23	2	Blue, Gold	Slim sticks	2014
			20	2	Blue, Gold	Flavour capsule	2018
			25	3	Blue, Gold, Sky	Flavour capsule	2012
			30	3	Blue, Gold, Sky	Flavour capsule	2016
	20	2	Blue, Gold	Regular	2020		
	25	3	Blue, Gold, Red	Regular	2018		
	30	5	Blue, Gold, Grey, Red, Sky Blue	Regular	2016		
	25	2	Blue, Gold	Regular	2023		
	30	2	Blue, Gold	Regular	2023		
	20	2	Smooth Dark Blue, Classic Red	Regular	Pre-2012		
	25	3	Smooth Dark Blue, Classic Red, Fine Grey	Regular	Pre-2012		
	30	1	Smooth Dark Blue	Regular	2014		
	25	1	Distinct Blue	Regular	2018		
	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	

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		Rothmans	15g	3	Blue, Gold, Red	<i>RYO</i>	2023		
			25g	3	Blue, Gold, Red	<i>RYO</i>	2014		
		Winfield	15g	2	Blue, Gold	<i>RYO</i>	2020		
			25g	3	Blue, Gold, Red,	<i>RYO</i>	2015		
			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
					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			

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Philip Morris		Horizon Classic	20	2	Blue, Gold	Regular	2023
			40	3	Blue, Purple, Red	Regular	2022
	Premium FMCs	Peter Stuyvesant	20	2	Classic Blue, Filter Red	Regular	Pre-2012
			25	2	Classic Blue, Filter Red	Regular	Pre-2012
			30	1	Classic Blue	Regular	2018
	Roll-your-own tobacco	Bank	50g	1	Aromatic Blend	<i>RYO</i>	Pre-2012
			Champion	15g	1	Legendary Ruby	<i>RYO</i>
		20g		1	Legendary Ruby	<i>RYO</i>	2013
		25g		3	Rich Red, Legendary Ruby, Smooth Blue	<i>RYO</i>	2013
		40g		1	Legendary Ruby	<i>RYO</i>	2016
		50g		2	Legendary Ruby, Smooth Blue	<i>RYO</i>	Pre-2012
		Dr Pat	50g	1	Distinctive	<i>RYO</i>	Pre-2012
		Drum	30g	2	Classic Leaf, Smooth Leaf	<i>RYO</i>	2023
			50g	5	Classic Leaf, Classic Blue, Fresh Menthol, Rich Sky Blue, Smooth Leaf	<i>RYO</i>	Pre-2012
		Horizon	25g	2	Blue, Menthol	<i>RYO</i>	2012
			50g	1	Blue	<i>RYO</i>	Pre-2012
		JPS	15g	3	Abundant Gold, Endless Blue, Eternal Red	<i>RYO</i>	2022
			25g	3	Abundant Gold, Endless Blue, Eternal Red	<i>RYO</i>	2012
		JPS Evolve	15g	1	Blue	<i>RYO</i>	2023
			25g	1	Blue	<i>RYO</i>	2023
	Peter Stuyvesant	30g	1	Blue	<i>RYO</i>	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	
	Super-value FMCs	Bond Street	20	1	Red	Regular	Pre-2012
			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

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Philip Morris International	Premium FMCs	B&W	25	2	Blue, Gold	Regular	2019
			30	3	Blue, Gold, Red	Regular	2020
			40	3	Blue, Gold, Red	Regular	2021
		Bond Street Fresh Burst	20	3	Blue, Gold, Red	Regular	2019
			25	2	Blue, Gold	Regular	2022
		Chesterfield	20	4	Blue, Gold, Red, Menthol	Regular	2022
			30	3	Blue, Gold, Red	Regular	2023
			40	4	Blue, Gold, Red, Menthol	Regular	2022
		Chesterfield Cool Pop	20	2	Blue, Gold	Regular	2022
			25	2	Blue, Gold	Regular	2022
	Value FMCs	Choice Signature	20	3	Blonde Gold, Bold Red, Classic Blue	Regular	2015
		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, Rich Blue	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	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	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	
	Marlboro	20	2	Original Gold, Red	Regular	Pre-2012	

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Lambert & Blythe	Ready-to-smoke	Marlboro	25	2	Original Gold, Red	Regular	Pre-2012
			20	2	Full Flavour, Smooth Flavour	Regular	Pre-2021
			20	1	<i>None</i>	Flavour capsule	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
		Chesterfield	15g	4	Electric Red, Festival Gold, Midnight Rum, Neon Blue	<i>RYO</i>	2023
			25g	4	Electric Red, Festival Gold, Midnight Rum, Neon Blue	<i>RYO</i>	2023
		Choice	15g	3	Original Blue, Full Red, Rich Gold	<i>RYO</i>	2021
			25g	3	Original Blue, Full Red, Rich Gold	<i>RYO</i>	2018
		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
		Marlboro Crafted	25g	2	Rum, Smooth Flavour	<i>RYO</i>	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 FMCs	Jet Clove	20	1	<i>None</i>	Clove cigarette	2014
		Manitou	20	1	Organic	Regular	Pre-2012
	Roll-your-own tobacco	Manitou	25g	1	Organic	<i>RYO</i>	2022
	Manitou	30g	1	Organic	<i>RYO</i>	2016	
Other	Roll-your-own tobacco	Bravo	10g	1	<i>None</i>	<i>RYO</i>	2022

ⁱ 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.

ⁱⁱ 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.

^{iv} '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.

^v 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.

^{vi} 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.

^{vii} 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.