

Online Table 1 Factory made cigarette (FMC) and roll-your own (RYO) tobacco brands by market segment and manufacturer, available from April 2012 to March 2014

Premium FMC	Mainstream FMC	Value FMC	RYO tobacco
British American Tobacco Australia			
<ul style="list-style-type: none"> • Bensons & Hedges: 20s; 25s • Cambridge: 35s; 30s • Craven A: 25s • Dunhill: 20s; 25s • Kent: 20s • Kool: 20s • Rothmans: 20s; 25s • Vogue: 20s • Wills: 35s; 30s 	<ul style="list-style-type: none"> • Winfield: 20s; 25s 	<ul style="list-style-type: none"> • Holiday: 20s; 22s; 25s; 30s; 40s; 50s • Just Smokes: 22s; 25s; 30s • Pall Mall: 20s; 23s; 25s; 30s; 40s • Stradbroke: 40s 	<ul style="list-style-type: none"> • Capstan: 40g; 30g; 50g • Port Royal: 30g; 50g • Winfield: 30g; 50g
Imperial Tobacco			
<ul style="list-style-type: none"> • Camel: 20s; 25s • Davidoff: 20s • More: 20s • Peter Stuyvesant: 20s; 25s; 26s 	<ul style="list-style-type: none"> • Escort: 20s; 21s; 25s; 26s; 35s 	<ul style="list-style-type: none"> • Brandon: 40s • Horizon: 20s; 21s; 30s; 40s; 50s • JPS: 20s; 23s; 25s; 26s; 40s • Red Fortune Bamboo: 20s 	<ul style="list-style-type: none"> • Bank: 50g • Champion: 25g; 30g; 40g; 50g • Dr Pat: 50g • Drum: 30g; 50g • Escort: 50g • Golden Virginia: 25g; 40g; 30g • Horizon: 30g; 50g; 25g • JPS: 30g; 25g • Log Cabin: 50g • Peter Stuyvesant: 30g • Stockman's: 50g • White Ox: 30g; 50g; 25g
Philip Morris Ltd			
<ul style="list-style-type: none"> • Alpine: 25s • Marlboro: 20s; 25s 	<ul style="list-style-type: none"> • Longbeach: 20s; 25s; 30s; 40s • Peter Jackson: 20s; 25s; 30s 	<ul style="list-style-type: none"> • Bond Street: 20s; 26s (introduced early 2012) • Choice: 20s; 25s; 40s • GT: 40s 	<ul style="list-style-type: none"> • Bond Street: 30g • Choice: 25g; 50g • Longbeach: 30g; 50g; 55g • Marlboro: 30g; 50g
ATA International Pty Ltd			
		<ul style="list-style-type: none"> • Furongwang: 20s • Lesser Panda: 20s • Yuxi: 20s 	
Brightcity International Trading Pty Ltd			
		<ul style="list-style-type: none"> • Huanghelou: 20s 	
Everbright International Trading Co Pty Ltd			
		<ul style="list-style-type: none"> • Shuangxi: 20s 	
Jamreen Pty Ltd			
		<ul style="list-style-type: none"> • Smokers Leaf: 20s 	<ul style="list-style-type: none"> • Smokers Leaf: 30g; 50g
Patron Group			
<ul style="list-style-type: none"> • Panda: 20s 		<ul style="list-style-type: none"> • Chunghwa: 20s • GD: 20s 	
PT Korea Pty Ltd			

Premium FMC	Mainstream FMC	Value FMC	RYO tobacco
		<ul style="list-style-type: none"> • Bohem: 20s • Carnival: 20s • Esse: 20s • Raison: 20s • This Plus: 20s 	
<i>Richland Express</i>			
	<ul style="list-style-type: none"> • Manitou: 20s 	<ul style="list-style-type: none"> • Ashford: 20s; 25s • Easy: 20s; 30s • Gala Super Slims: 20s • Reef: 20s 	<ul style="list-style-type: none"> • Harvest: 25g • Manitou: 35g
<i>Scandinavian Tobacco Group Australia Pty Ltd</i>			
<ul style="list-style-type: none"> • Djarum: 20s 	<ul style="list-style-type: none"> • Smokin Joes: 20s 		<ul style="list-style-type: none"> • Colts: 25g
<i>Smokers Supplies</i>			
<ul style="list-style-type: none"> • Soex Herbal Flavoured Beedis: 20s 		<ul style="list-style-type: none"> • Honeyrose: 20s 	<ul style="list-style-type: none"> • Honeyrose Herbal: 50g • Natural American Spirit: 40g • Soex Herbal Molasses: 50g
<i>Trojan Trading Company</i>			
<ul style="list-style-type: none"> • Nat Sherman: 20s • Sobraine: 20s 	<ul style="list-style-type: none"> • Black Devil: 20s • Vibes: 20s 		<ul style="list-style-type: none"> • Domingo: 25g; 40g • Orlando: 25g; 40g
<i>ATA International Pty Ltd; PT Korea Pty Ltd</i>			
		<ul style="list-style-type: none"> • Double Happiness: 20s 	
<i>Cabrino Pty Ltd; Smokers Supplies</i>			
<ul style="list-style-type: none"> • Gudang Garam: 20s 			
<i>Imperial Tobacco; British American Tobacco Australia</i>			
			<ul style="list-style-type: none"> • Holiday: 30g; 50g
<i>Stuart Alexander & Co Pty Ltd; Smokers Supplies</i>			
			<ul style="list-style-type: none"> • Old Holborn: 30g; 50g
<i>Company not listed</i>			
	<ul style="list-style-type: none"> • Natural American Spirit: 20s 	<ul style="list-style-type: none"> • Classic: 20s 	

Notes: Pipe tobacco not included

Recently discontinued pack sizes or brands

Recently introduced pack sizes or brands

Deal factory-made cigarettes are labelled as being sold by Richland Express but are not listed on website

Sources:

Brands as listed in the *Australian Retail Tobacconist* applicable for April 2012 [vol 84; no. 5], using “Local manufacturer or importer” information from Trademarks section to determine Company. Recently discontinued and introduced brands and pack sizes are those included in March 2014 [vol 90] of the publication but not in the April 2012 edition.

Richland Express brands from website <http://richlandexpress.com.au/tobacco-products.php> as at September 2014 and from August 2012 www.richlandexpress.com.au/pdf/richland-express-price-list-aug-2012.pdf.

A regularly updated list is available at <http://www.tobaccoinaustralia.org.au/chapter-10-tobacco-industry/10-6-market-share-and-brand-share>