

Online Table 2. JPS brand, brand extensions, brand variants and pack sizes available 2011 to 2013

Brand, brand extensions	2011	2012	2013
Superkings/ JPSsuperkings 20s			
JPS 25s/JPS 26s			
JPS 20s			
JPS 40s			
JPS Nano 20s/23s			
JPS Due Gold JPS Ice 20s			
Total brand-variant-pack sizes	9	16	23

Source: Quit Victoria pack collection, *Australian Retail Tobacconist* price lists 2011 to 2013