



Jeff Landry  
Attorney General

**State of Louisiana**  
DEPARTMENT OF JUSTICE  
PUBLIC PROTECTION DIVISION  
P.O. BOX 94005  
BATON ROUGE  
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**LSA – R.S. 13:5071 et seq. NOTICE OF CHANGE TO BRAND DIRECTORY**

**Date of Notice: November 10, 2022**

**FROM: LOUISIANA DEPARTMENT OF JUSTICE  
TOBACCO SETTLEMENT ENFORCEMENT UNIT**

**TO: TOBACCO WHOLESALERS (Via facsimile and/or email)**

**RE: LISTING/DELISTING NOTICE**

Pursuant to LSA–R.S. 13:5071 et seq., notice is hereby given that the following manufacturer(s) and/or brand(s) will be added to Louisiana’s Tobacco Brand Directory. You are presumed to have received this notice on the above date.

LSA–R.S. 13:5076 provides for penalties including revocation or suspension of the dealer’s license and “a civil penalty in an amount not to exceed the greater of five hundred percent of the retail value of the cigarettes or five thousand dollars” for each stamp affixed, and each purchase, sale, offer to purchase, or offer to sell cigarettes or roll-your-own (“RYO”) in violation of LSA–R.S. 13:5073(C).

<b><u>MANUFACTURER</u></b>	<b><u>BRAND(S)</u></b>	<b><u>BRAND STATUS</u></b>	<b><u>COUNTRY OF ORIGIN</u></b>
King Maker Marketing (SPM)	ACE	<b>APPROVED</b>	UNITED STATES

The most current lists of approved participating and non-participating manufacturers, as well as brands, are maintained on the Attorney General’s website at [www.agjefflandry.com](http://www.agjefflandry.com) and may be viewed by clicking on “Tobacco Unit,” followed by either the “Louisiana Approved Tobacco Products Directory by Manufacturer” link or “Louisiana Approved Tobacco Products Directory by Brand” link, both of which are located under the “TOBACCO DIRECTORY” section of the page.

If you have any questions regarding this notice, please feel free to call the undersigned at (225) 326-6423.

For Louisiana,

**JEFF LANDRY**  
**ATTORNEY GENERAL**

*Joni McKenzie*

Joni McKenzie  
Assistant Attorney General