



# merchant price list

## tobacco & cigars

New Zealand:  
Tel: (09) 579 2995  
Fax: (09) 579 2994

Stuart Alexander & Co NZ Ltd  
Building 4, 17 - 19 Lambic Drive  
Manukau City, Auckland

National Call Centre:  
Freecall: 0800 225 417

Item Number	Item Description	EAN Number	Unit type	Units per inner	Inners per ctn	Wholesale Price to Merchant				Suggested Wholesale Price to Retailer				Suggested Retail Sell Price Per Unit (inc 12.5% GST)
						Price Per 100 sticks exc gst	Price Per Inner (exc GST)	Price per Unit (exc GST)	Price Per Unit (incl 12.5% GST)	Price Per 100 sticks (exc GST)	Price Per Inner (exc GST)	Price Per Unit (exc GST)	Price Per Unit (incl 12.5% GST)	
<b>VAN HARTOG</b>														
<b>CIGARS</b>														
01017	ELFINOS 10'S	9431 3239	PKT	10	24	79.42	79.42	7.94	8.93	91.33	91.33	9.13	10.27	13.10
01018	ELFINOS TIPPED 10'S	9431 3246	PKT	10	24	85.48	85.48	8.55	9.62	98.30	98.30	9.83	11.06	14.10
01019	PANATELLA 5'S	9431 3215	PKT	10	40	162.47	81.24	8.12	9.14	186.84	93.42	9.34	10.51	13.40
01020	PANATELLA 25'S	9431 3222	DRUM	1	28	162.47	40.62	40.62	45.69	186.84	46.71	46.71	52.55	67.00
<b>HENRI WINTERMANS</b>														
<b>CIGARS</b>														
01061	HW CAFÉ CREME 5'S	8720400140565	CDB	20	24	64.26	64.26	3.21	3.61	73.90	73.90	3.70	4.16	5.30
01032	HW CAFÉ CRÈME 50'S	8720400000463	TIN	2	48	64.26	32.13	32.13	36.15	73.90	36.95	36.95	41.57	53.00
01064	HW CAFÉ CRÈME REG 10'S (2X5)	8720400177424	TIN	10	48	64.20	64.20	6.42	7.22	74.00	74.00	7.40	8.33	10.60
01065	HW CAFÉ CRÈME BLUE 10'S (2X5)	8720400177431	TIN	10	48	64.20	64.20	6.42	7.22	74.00	74.00	7.40	8.33	10.60
01062	HW CAFÉ CRÈME BLUE 5'S	8720400118960	CDB	20	24	64.26	64.26	3.21	3.61	73.90	73.90	3.70	4.16	5.30
02489	HW CAFÉ CRÈME BLUE 50'S	8720400114993	TIN	2	48	64.26	32.13	32.13	36.15	73.90	36.95	36.95	41.57	53.00
01063	HW CAFÉ CRÈME AROMA 5'S	8720400140602	CDB	20	24	64.26	64.26	3.21	3.61	73.90	73.90	3.70	4.16	5.30
01066	HW CAFÉ CRÈME AROMA 10'S (2X5)	8720400177448	TIN	10	48	64.20	64.20	6.42	7.22	74.00	74.00	7.40	8.33	10.60
02490	HW CAFÉ CRÈME FILTER TAKE 10's	8720400147618	CDB	6	30	76.99	46.19	7.70	8.66	88.54	53.12	8.85	9.96	12.70
01041	HW CAFÉ CRÈME FILTER 10'S	8720400100743	TIN	10	20	72.14	72.14	7.21	8.12	82.96	82.96	8.30	9.33	11.90
01304	HW CAFÉ CRÈME FILTER 25'S	8720400115129	DRUM	1	96	72.75	18.19	18.19	20.46	83.66	20.92	20.92	23.53	30.00
01370	HW HALF CORONA 5'S	8720400010820	PKT	10	24	242.49	121.25	12.12	13.64	278.87	139.44	13.94	15.69	20.00
01578	HW CORONA DE LUXE 2'S	8720400042968	PKT	10	20	515.30	103.06	10.31	11.59	592.59	118.52	11.85	13.33	17.00
01602	HW CORONA DE LUXE 10'S	8720400030040	BOX	10	30	515.30	51.53	51.53	57.97	592.59	59.26	59.26	66.67	85.00
01313	HW SHORT PANATELLA 5'S	8720400010882	PKT	10	60	168.53	84.27	8.43	9.48	193.81	96.91	9.69	10.90	13.90
<b>SCHIMMELPENNING</b>														
<b>CIGARS</b>														
00604	HALF CORONA 5X	8710594007409	PKT	5	20	1236.71	61.85	12.37	13.92	1422.22	71.10	14.22	16.00	20.00
00605	CORONA 2X	5410738188614	PKT	5	20	1057.39	52.85	10.57	11.89	1216.00	60.80	12.16	13.68	17.10
00606	CUBERO MILD 20X	8710594008062	PKT	10	10	1174.87	117.50	11.75	13.22	1351.11	135.10	13.51	15.20	19.00
00601	FRESCO 10X	8710594005702	PKT	10	20	785.31	78.50	7.85	8.83	903.11	90.30	9.03	10.16	12.70
00603	MINI CIGARS 10X	8710594009151	PKT	5	40	655.46	32.75	6.55	7.37	753.77	37.70	7.54	8.48	10.60
00602	MINI MILD CIGAR 10X	5410738419718	PKT	5	40	655.46	32.75	6.55	7.37	753.77	37.70	7.54	8.48	10.60
00600	PANATELLA 5X	8710594012106	PKT	10	20	822.41	82.20	8.22	9.25	945.77	94.60	9.46	10.64	13.30
<b>SANTA DAMIANA</b>														
<b>CIGARS</b>														
60160	HAVA TAMPA JEWEL VANILLA 5'S	76452701024	PKT	10	40	215.82	107.91	10.79	12.14	248.19	124.10	12.41	13.96	17.80
<b>GALLAGHER INTERNATIONAL</b>														
<b>RYO</b>														
03376	OLD HOLBORN PCH 50G	5010175000205	PCH	5	20	482.40	120.60	24.12	27.14	515.00	128.75	25.75	28.97	32.00

**SMOKING CAUSES FATAL DISEASES**  
"MINISTRY OF HEALTH WARNING"

The Suggested Retail Prices are recommendations only and there is no requirement for Retailers to observe them.  
Wholesale prices are subject to amendment and to availability of stock.

**PRICE LIST EFFECTIVE 30th AUGUST 2007**



# merchant price list

## tobacco & cigars

New Zealand:  
Tel: (09) 979 2995  
Fax: (09) 979 2991

Stuart Alexander & Co NZ Ltd  
Building 4, 17 - 19 Lambie Drive  
Manukau City, Auckland

National Call Centre:  
Freecall: 0800 225 417

Item Number	Item description	EAN Number	Unit type	Units per inner	Inners per ctn	Wholesale Price to Merchant				Suggested Wholesale Price to Retailer				Suggested Retail Sell Price Per Unit (inc 12.5% GST)
						Price Per 100 sticks exc gst	Price Per Inner (exc GST)	Price per unit (exc GST)	Price Per Unit (including 12.5%)	Price Per 100 sticks (exc GST)	Price Per Inner (exc GST)	Price Per Unit (exc GST)	Price Per Unit (including 12.5%)	
<b>VAN HARTOG</b>														
<b>CIGARS</b>														
01017	ELFINOS 10'S	9431 3239	PKT	10	24	79.42	79.42	7.94	<b>8.93</b>	91.33	91.33	9.13	<b>10.27</b>	<b>13.10</b>
01018	ELFINOS TIPPED 10'S	9431 3246	PKT	10	24	85.48	85.48	8.55	<b>9.62</b>	98.30	98.30	9.83	<b>11.06</b>	<b>14.10</b>
01019	PANATELLA 5'S	9431 3215	PKT	10	40	162.47	81.24	8.12	<b>9.14</b>	186.84	93.42	9.34	<b>10.51</b>	<b>13.40</b>
01020	PANATELLA 25'S	9431 3222	DRUM	1	28	162.47	40.62	40.62	<b>45.69</b>	186.84	46.71	46.71	<b>52.55</b>	<b>67.00</b>
<b>HENRI WINTERMANS</b>														
<b>CIGARS</b>														
01061	H.W. CAFE CREME 5'S	8720400140565	CDB	20	24	64.26	64.26	3.21	<b>3.61</b>	73.90	73.90	3.70	<b>4.16</b>	<b>5.30</b>
01032	HW CAFE CREME 50'S	8720400000463	TIN	2	48	64.26	32.13	32.13	<b>36.15</b>	73.90	36.95	36.95	<b>41.57</b>	<b>53.00</b>
01062	H.W. CAFE CREME BLUE 5'S	8720400118960	CDB	20	24	64.26	64.26	3.21	<b>3.61</b>	73.90	73.90	3.70	<b>4.16</b>	<b>5.30</b>
02489	HW CAFE CREME BLUE 50'S	8720400114993	TIN	2	48	64.26	32.13	32.13	<b>36.15</b>	73.90	36.95	36.95	<b>41.57</b>	<b>53.00</b>
01063	H.W. CAFE CREME AROMA 5'S	8720400140602	CDB	20	24	64.26	64.26	3.21	<b>3.61</b>	73.90	73.90	3.70	<b>4.16</b>	<b>5.30</b>
02490	H.W. CAFE CREME FILTER TAKE 10's	8720400147618	CDB	6	30	76.99	46.19	7.70	<b>8.66</b>	88.54	53.12	8.85	<b>9.96</b>	<b>12.70</b>
01041	H.W. CAFE CREME FILTER 10'S	8720400100743	TIN	10	20	72.14	72.14	7.21	<b>8.12</b>	82.96	82.96	8.30	<b>9.33</b>	<b>11.90</b>
01304	H.W. CAFE CREME FILTER 25'S	8720400115129	DRUM	1	96	72.75	18.19	18.19	<b>20.46</b>	83.66	20.92	20.92	<b>23.53</b>	<b>30.00</b>
01370	H.W. HALF CORONA 5'S	8720400010820	PKT	10	24	242.49	121.25	12.12	<b>13.64</b>	278.87	139.44	13.94	<b>15.69</b>	<b>20.00</b>
01578	H.W. CORONA DE LUXE 2'S	8720400042968	PKT	10	20	515.30	103.06	10.31	<b>11.59</b>	592.59	118.52	11.85	<b>13.33</b>	<b>17.00</b>
01602	H.W. CORONA DE LUXE 10'S	8720400030040	BOX	10	30	515.30	51.53	51.53	<b>57.97</b>	592.59	59.26	59.26	<b>66.67</b>	<b>85.00</b>
01313	H.W.SHORT PANATELLA 5'S	8720400010882	PKT	10	60	168.53	84.27	8.43	<b>9.48</b>	193.81	96.91	9.69	<b>10.90</b>	<b>13.90</b>
<b>SANTA DAMIANA</b>														
<b>CIGARS</b>														
60160	HAVA TAMPA JEWEL VANILLA 5'S	76452701024	PKT	10	40	215.82	107.91	10.79	<b>12.14</b>	248.19	124.10	12.41	<b>13.96</b>	<b>17.80</b>
<b>GALLAGHER INTERNATIONAL</b>														
<b>RYO</b>														
03376	OLD HOLBORN PCH 50G	5010175000205	PCH	5	20	482.40	120.60	24.12	<b>27.14</b>	515.00	128.75	25.75	<b>28.97</b>	<b>32.00</b>

**SMOKING CAUSES FATAL DISEASES**

"MINISTRY OF HEALTH WARNING"

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**PRICE LIST EFFECTIVE 1ST DECEMBER 2006**

		2007	
		All Customers	
		Inv Qty Sum	Gsv
010	Gallaher	308	\$148,531.29
03376	OLD HOLBORN PCH 50G	308	\$148,531.29
020	HW HW	1,392,910	\$1,045,419.25
00992	HW CAFE CREME 10	-110	-\$65.34
00997	HW CAFE CREME AROMA 10's	300	\$203.12
01016	HW CAFE CREME BLUE 10'S	200	\$118.80
01032	HW CAFE CREME 50	57,400	\$29,821.58
01041	HW CAFE CREME FILTER 10's	112,980	\$78,574.12
01061	HW CAFE CREME REGULAR 5PK *NZ*	197,090	\$126,914.47
01062	HW CAFE CREME BLUE 5 PACK *NZ*	240,835	\$155,215.34
01063	HW CAFE CREME AROMA 5 PK *NZ*	91,070	\$58,841.30
01064	HW CAFE CREME REG 5'SX2 TIN NZ	224,180	\$144,106.82
01065	HW CAFE CREME BLUE 5SX2 TIN NZ	202,230	\$129,864.00
01066	HW CAF CREME AROME 5SX2 TIN NZ	94,450	\$60,641.80
01300	HW HALF CORONA 2'S	84	\$244.16
01301	CAFE CREME 25s	-625	-\$358.57
01302	CAFE CREME BLUE 25s	-1,550	-\$901.33
01303	CAFE CREME AROMA 25s	-75	-\$45.48
01304	CAFE CREME FILTER 25s	9,275	\$6,783.98
01313	HW SHORT PANATELLA 5S	48,250	\$81,576.30
01321	HW SHORT PANATELLA 25S	6,250	\$4,250.00
01370	HW HALF CORONA 5S	32,880	\$77,391.62
01578	HW CORONA DE LUXE 2	10,536	\$54,281.84
01602	HW CORONA DE LUXE 10	490	\$2,656.38
02489	HW CAFE CREME BLUE TIN 50s	45,950	\$19,060.19
02490	HW C.C. FILTER TAKE 10 (NZ)	20,820	\$16,244.15
022	HW - Van Hartog	1,802,220	\$2,238,841.25
01017	VAN HARTOG ELFINO 10's	680,930	\$541,127.28
01018	VAN HARTOG ELFINO TIPPED 10'S	146,410	\$123,212.09
01019	VAN HARTOG PANATELLA 5's	599,930	\$974,690.14
01020	VAN HARTOG PANATELLA 25's	374,950	\$599,811.74
023	HW Schimmelpenn	737,825	\$687,366.41

00600	S/PENNICK PANATELLA 5S NZ ONLY	184,395	\$296,994.24
00601	S/PENNICK FRESCO 10S NZ ONLY	180,350	\$138,209.23
00602	SCHIMMELPENN MINI MELLOW 10S	47,220	\$30,947.72
00603	SCHIMMELPENNICK MINI 10S	34,490	\$22,604.67
00604	S/PENNICK HALF COR. 5S NZ ONLY	5,650	\$14,016.95
00605	SCHIMMELPENNICK CORONA 2S	3,710	\$19,638.95
00606	SCHIMMELPENNICK CUBERO 20S	167,680	\$96,785.00
00613	S/PENNICK CUBERO MILD 20S NZ	81,480	\$46,652.90
00614	S/PENNICK MIN MILD 10S NZ ONLY	32,850	\$21,516.75
031	Carlos Torano	2,196	\$9,943.34
12004	CARLOS TORANO CHURCHILL 5'S	5	\$90.80
12005	CARLOS TORANO PETITE CORONA 5	20	\$249.69
12006	CARLOS TORANO ROBUSTO 5'S	5	\$96.55
12012	CT NICARAGUAN CARLIN 25s	1,000	\$3,336.50
12013	CT NICARAGUAN CORONITA 25S	850	\$3,864.50
12014	CTNICARAGUAN P.CORONA5(CL BOX)	316	\$2,305.30
040	Altadis	25,484	\$59,085.14
60102	HAV-A-TAMPA SWEET 5'S	0	\$18.72
60138	SANTA DAMIANA TUBULARES 25'S	12	\$130.56
60146	SANTADAMIANA ANV MINI BELICOSO	492	\$4,291.56
60160	HAV-A-TAMPA JEWELS VANILLA 5'S	24,980	\$54,644.30
Total		3,960,943	\$4,189,186.68

14th January 2008

FOURTH SCHEDULE

Importer: Stuart Alexander & Co (NZ) Pty Ltd

Calendar Year: Year Ended 31<sup>st</sup> December 2007

Tobacco Product: Cigars

- (a) Tobacco weight by product class: 5450.70 kg
- (b) Weight of additives by product class: 75.53
- (c) list of additives and quantities not exceeded for brand & brand variants in this return

Common botanical or chemical name	Quantity not exceeded (percentage by weight)
Triethylene Glycol	0.18
Cellulose	1.93
Calcium Carbonate	0.83
Humic Acid	0.21
Citric Acid	0.02
Bentontite	0.37
Monopropylene Glycol	0.65
Methyl Cellulose	1.56

(d) Brand Information

**Café Creme**

Café Crème 10's	110	
Cafe Creme Aroma 10's	300	
Cafe Creme Blue 10's	200	
Cafe Creme Regular 50's	57,400	
Cafe Creme Filter 10's	112,980	
Café Crème Regular 5's	197,090	
Café Crème Blue 5's	240,835	
Café Crème Aroma 5's	91,070	
Café Crème Regular 2x5's	224,180	
Café Crème Blue 2x5's	202,230	
Café Crème Aroma 2x5's	94,450	
Café Crème Regular 25's	-625	
Café Crème Blue 25's	-1,550	
Cafe Creme Aroma 25's	-75	
Cafe Creme Filter 25's	9,275	
Cafe Creme Blue 50's	45,950	
Cafe Creme Filter Take 10's	<u>20,820</u>	1,294,420

**Henri Wintermans**

Half Corona 2's	84	
Short Panatella 5's	48,250	
Short Panatella 25's	6,250	
Half Corona 5's	32,880	
Corona Deluxe 2's	10,536	
Corona Deluxe 10's	<u>490</u>	98,490

**Van Hartog**

Van Hartog Elfinos	680,930	
Van Hartog Elfinos Tipped	146,410	
Van Hartog Panatella 5's	599,930	
Van Hartog 25's	<u>374,950</u>	1,802,220

**Schimmelpenninck**

Schimmelpenninck Panatella 5's	184,395	
Schimmelpenninck Fresco 10's	180,350	
Schimmelpenninck Mini Mellow 10's	47,220	
Schimmelpenninck Mini 10's	34,490	
Schimmelpenninck Half Corona 5's	5,650	
Schimmelpenninck Corona 2's	3,710	
Schimmelpenninck Cubero 20's	167,680	
Schimmelpenninck Cubero Mild 20's	81,480	
Schimmelpenninck Mini Mild 10's	<u>32,850</u>	737,825

**Carlos Torano**

Carlos Torano Churchill 5's	5	
Carlos Torano Petite Corona 5's	20	
Carlos Torano Robusto 5's	5	
Carlos Torano Nicaraguan Carlin 25's	1,000	
Carlos Torano Nicaraguan Coronita 25's	850	
Carlos Torano Nicaraguan Pt Corona 5's	<u>316</u>	2,196

**Altadis**

Santa Damiana Tubulares 25's	12	
Santa Damiana Mini Belicoso	492	
Hav-a-Tampa Vanilla 5's	<u>24,980</u>	<u>25,484</u>

**Total cigar quantity released for sale** **3,960,635**

**Old Holborn roll your own tobacco 50g pouches** **6157**

NB: Price list as supplied to Merchant Distributors appended

I, Dean Fookes, of Building 4, 17-19 Lambie Drive, Manukau City, National Key Account Manager, hereby certify that the information contained in and annexed to this return is correct for the purposes of the Smoke Free Environment Regulations.

Code	Product	Inv Qty Sum	Net Weight Per Mille	Total Net Weight	% of Additive	Total Additive
		2007				
992	HW CAFE CREME 10	-110	0.74	-0.08	2.60	-0.0021
997	HW CAFE CREME AROMA 10's	300	0.94	0.28	3.11	0.0088
1016	HW CAFE CREME BLUE 10'S	200	0.69	0.14	3.13	0.0043
1032	HW CAFE CREME 50	57,400	0.74	42.48	2.60	1.1044
1041	HW CAFE CREME FILTER 10's	112,980	0.88	99.42	3.00	2.9827
1061	HW CAFE CREME REGULAR 5PK *NZ*	197,090	0.74	145.85	2.60	3.7920
1062	HW CAFE CREME BLUE 5 PACK *NZ*	240,835	0.69	166.18	3.13	5.2013
1063	HW CAFE CREME AROMA 5 PK *NZ*	91,070	0.94	85.61	3.11	2.6623
1064	HW CAFE CREME REG 5'SX2 TIN NZ	224,180	0.74	165.89	2.60	4.3132
1065	HW CAFE CREME BLUE 5SX2 TIN NZ	202,230	0.69	139.54	3.13	4.3676
1066	HW CAFE CREME AROME 5SX2 TIN NZ	94,450	0.94	88.78	3.11	2.7612
1300	HW HALF CORONA 2'S	84	3.20	0.27	2.59	0.0070
1301	CAFE CREME 25s	-625	0.74	-0.46	2.60	-0.0120
1302	CAFE CREME BLUE 25s	-1,550	0.69	-1.07	3.13	-0.0335
1303	CAFE CREME AROMA 25s	-75	0.94	-0.07	3.11	-0.0022
1304	CAFE CREME FILTER 25s	9,275	0.88	8.16	3.14	0.2563
1313	HW SHORT PANATELLA 5S	48,250	2.00	96.50	1.97	1.9011
1321	HW SHORT PANATELLA 25S	6,250	2.00	12.50	1.97	0.2463
1370	HW HALF CORONA 5S	32,880	3.20	105.22	2.59	2.7251
1578	HW CORONA DE LUXE 2	10,536	6.60	69.54	2.52	1.7523
1602	HW CORONA DE LUXE 10	490	6.60	3.23	2.52	0.0815
2489	HW CAFE CREME BLUE TIN 50s	45,950	0.69	31.71	3.13	0.9924
2490	HW C.C. FILTER TAKE 10 (NZ)	20,820	0.88	18.32	3.00	0.5496
1017	VAN HARTOG ELFINO 10's	680,930	1.07	728.60	2.30	16.7577
1018	VAN HARTOG ELFINO TIPPED 10'S	146,410	1.10	161.05	2.30	3.7042
1019	VAN HARTOG PANATELLA 5's	599,930	2.00	1199.86	1.97	23.6372
1020	VAN HARTOG PANATELLA 25's	374,950	2.00	749.90	1.97	14.7730
600	S/PENNICK PANATELLA 5S NZ ONLY	184,395	2.40	442.18		
601	S/PENNICK FRESCO 10S NZ ONLY	180,350	0.65	116.69		
602	SCHIMMELPENN MINI MELLOW 10S	47,220	0.80	37.78		
603	SCHIMMELPENNICK MINI 10S	34,490	0.80	27.59		
604	S/PENNICK HALF COR. 5S NZ ONLY	5,650	3.20	18.08		

Code	Product	2007	Net Weight Per Mille	Total Net Weight	% of Additive	Total Additive
605	SCHIMMELPENNICK CORONA 2S	3,710	6.60	24.49		
606	SCHIMMELPENNICK CUBERO 20S	167,680	0.90	150.91		
613	S/PENNICK CUBERO MILD 20S NZ	81,480	1.00	81.48		
614	S/PENNICK MIN MILD 10S NZ ONLY	32,850	0.80	26.28		
12004	CARLOS TORANO CHURCHILL 5'S	5	15.88	0.08		
12005	CARLOS TORANO PETITE CORONA 5	20	8.06	0.16		
12006	CARLOS TORANO ROBUSTO 5'S	5	12.15	0.06		
12012	CT NICARAGUAN CARLIN 25s	1,000	4.84	4.84		
12013	CT NICARAGUAN CORONITA 25S	850	6.80	5.78		
12014	CTNICARAGUAN P.CORONA5(CL BOX)	316	9.24	2.92		
60102	HAV-A-TAMPA SWEET 5'S	0	2.88	0.00		
60138	SANTA DAMIANA TUBULARES 25'S	12	9.98	0.12		
60146	SANTADAMIANA ANV MINI BELICOSO	492	10.99	5.41		
60160	HAV-A-TAMPA JEWELS VANILLA 5'S	24,980	3.23	80.69		
	<b>TOTAL CIGARS</b>	<b>3,960,635</b>	<b>144.52</b>	<b>5142.85</b>	<b>72.93</b>	<b>94.53</b>
3376	OLD HOLBORN PCH 50G	6,157	50.00	307.85	2.60	8.00
	<b>TOTAL STUART ALEXANDER</b>	<b>3,966,792</b>	<b>194.52</b>	<b>5,450.70</b>	<b>75.53</b>	<b>102.54</b>