

HOUSE No. 379

The Commonwealth of Massachusetts

PRESENTED BY:

Kenneth I. Gordon

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act relative to retailer-backed coupons.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Kenneth I. Gordon</i>	<i>21st Middlesex</i>	<i>2/8/2021</i>

HOUSE No. 379

By Mr. Gordon of Bedford, a petition (accompanied by bill, House, No. 379) of Kenneth I. Gordon relative to the use retailer-backed coupons by licensees authorized to sell alcoholic beverages at retail for off-premises consumption. Consumer Protection and Professional Licensure.

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Second General Court
(2021-2022)**

An Act relative to retailer-backed coupons.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Section 25C subsection (f) of Chapter 138 of the General Laws as
2 appearing in the 2016 Official Edition is hereby amended by inserting after the word
3 “necessary”, the following words: Notwithstanding anything to the contrary contained in this
4 Chapter, a licensee authorized to sell alcoholic beverages at retail for off-premises consumption
5 may issue coupons to customers for the purchase of alcoholic beverages at prices below current
6 posted prices provided that the final cost to a customer is not below the retailer’s invoiced cost
7 after applicable discounts.