

HOUSE No. 381

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>1/14/2025</i>

HOUSE No. 381

By Representative Gordon of Bedford, a petition (accompanied by bill, House, No. 381) 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-Fourth General Court
(2025-2026)**

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 2022 Official Edition, is hereby amended by inserting after the word
3 “necessary”, the following words:-

4 Notwithstanding anything to the contrary contained in this Chapter, a licensee authorized
5 to sell alcoholic beverages at retail for off-premises consumption may issue coupons to
6 customers for the purchase of alcoholic beverages at prices below current posted prices provided
7 that the final cost to a customer is not below the retailer’s invoiced cost after applicable
8 discounts.