

**HOUSE . . . . . No.**

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**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>1/8/2025</i>

**HOUSE . . . . . No.**

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[Pin Slip]

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**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.