

SENATE No. 219

The Commonwealth of Massachusetts

PRESENTED BY:

Sal N. DiDomenico

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:

Sal N. DiDomenico

DISTRICT/ADDRESS:

Middlesex and Suffolk

SENATE No. 219

By Mr. DiDomenico, a petition (accompanied by bill, Senate, No. 219) of Sal N. DiDomenico for legislation relative to retailer-backed coupons. 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 25C subsection (f) of Chapter 138 of the General Laws, as appearing in the 2022
2 Official Edition, is hereby amended by inserting after the word “necessary”, the following
3 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.