



General Assembly

January Session, 2025

Committee Bill No. 513

LCO No. 4602



Referred to Committee on GENERAL LAW

Introduced by:
(GL)

***AN ACT REQUIRING GROCERY STORES TO AUTOMATICALLY
APPLY DIGITAL COUPONS FOR CONSUMERS.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2025*) (a) As used in this section:

2 (1) "Consumer" means any individual in this state who is a
3 prospective purchaser of consumer goods;

4 (2) "Consumer good" has the same meaning as provided in section
5 42-158ff of the general statutes;

6 (3) "Digital coupon" means any coupon, including, but not limited to,
7 any coupon offered as part of any loyalty or rewards program, that is
8 (A) in an electronic format, and (B) offered by a grocery store through
9 an Internet web site or mobile device application;

10 (4) "Grocery store" has the same meaning as provided in section 30-
11 20 of the general statutes; and

12 (5) "Loyalty or rewards program" means any agreement, contract,
13 program or system that is offered by a grocery store and provides

14 benefits to returning customers.

15 (b) Any grocery store doing business in this state that offers one or
16 more digital coupons for any consumer good shall automatically apply,
17 at the point of sale, all digital coupons such grocery store offers for such
18 consumer good for the consumer purchasing such consumer good.

19 (c) The Commissioner of Consumer Protection may adopt
20 regulations, in accordance with the provisions of chapter 54 of the
21 general statutes, to implement the provisions of this section.

22 (d) Any grocery store that fails to automatically apply all digital
23 coupons such grocery store offers for a consumer good in accordance
24 with the provisions of subsection (b) of this section shall be fined not
25 more than one thousand dollars per violation.

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| This act shall take effect as follows and shall amend the following sections: | | |
| Section 1 | October 1, 2025 | New section |

Statement of Purpose:

To require grocery stores to automatically apply digital coupons for consumers.

[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]

Co-Sponsors: SEN. DUFF, 25th Dist.; REP. FISHBEIN, 90th Dist.

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