

HOUSE No. 312

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>1/10/2023</i>

HOUSE No. 312

By Representative Gordon of Bedford, a petition (accompanied by bill, House, No. 312) 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.

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE HOUSE, NO. 379 OF 2021-2022.]

The Commonwealth of Massachusetts

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**In the One Hundred and Ninety-Third General Court
(2023-2024)**
—————

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 2020 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.