



NEW YORK STATE SENATOR

Mark Grisanti

## New York State Senate passes unit pricing bill to make shopping for value easier for consumers

MARK GRISANTI June 6, 2012

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The New York State Senate today passed a bill (S.7277A), sponsored by Senator Mark Grisanti, that would require certain retail chain stores to disclose their unit pricing in an effort to make shopping less confusing for customers looking for the best values. The changes would only affect stores with more than \$2.5 million in annual sales.

“More and more, we’re seeing food and other products sold in varying sizes, containers and packaging, making it confusing and difficult at times to figure out the best value,” said Senator Grisanti. “In light of our current economic challenges, more and more families are tightening their belts when shopping for necessities and food. Requiring certain stores to post their unit prices will only make shopping for the best value easier for families throughout the state.”

Consumers are faced with an array of packages for items such as soap, coffee, cosmetics, detergents, and paper products, as well as some foods, including pet foods. Unit pricing is the only true means a customer has to find the best value between brands and packaging sizes.

The Department of Agriculture and Markets receives numerous consumer complaints about discount chain stores that claim to be exempt from unit pricing requirements. This bill would allow the Department to better enforce the law and respond to those consumer complaints.

The bill will be sent to the Assembly.