

RETAIL PRICING LAW UPDATE

Marc Paquette & Scott Dolan

UNIT PRICE

\$10.95

PER POUND





MANDATES THE POSTING OF A PRICE

- Requires stores to the post “Total Selling Price”
- Requires the “Total Selling Price” to be displayed during checkout

MODERNIZES UNIT PRICING REQUIREMENT

Removes outdated regulations

Adopts national standards

Clarifies exemptions

RETAIL PRICE	UNIT PRICE
\$1.29	¢49.6 per oz
BRAND # PET FOOD 2.6 oz	083 13 0378 2 PK 3-4-5 4
	10218

GUARDRAILS FOR DYNAMIC PRICING

Provides clear requirements for businesses utilizing electronic shelf labels.





THANK
YOU

Marc Paquette marc.paquette@vermont.gov

Scott Dolan scott.dolan@vermont.gov