

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Removes outdated regulations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

\$1.29

UNIT PRICE

¢49.6

per oz

BRAND # PET FOOD 2.6 oz

083 13 0378

2 PK

3-4-5

4



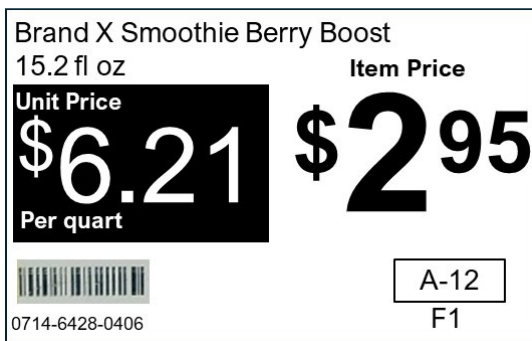
10218

GUARDRAILS FOR DYNAMIC PRICING

Provides clear requirements for businesses utilizing electronic shelf labels.



WHO USES UNIT PRICING?



FMI The Food Industry Association (2023) –
“74 % of shoppers use Unit Pricing in a store
when it is available”



VALUE COMPARISON

Item	Price	Sale	Unit Price
Quart	\$2.26	\$2.26	\$2.26/Quart
Half Gallon	\$3.01	\$3.01 25% Off	\$2.2575/Quart
Gallon	\$4.67	\$4.67	\$4.67/Quart

CONSUMER COMPLAINT

“At 3.00 a pound a 2 lb bag of apples should cost 6.00 not 8.99

I brought it to the attention of the producer dept but it left me wondering if we can't rely on these labels”





THANK
YOU

Marc Paquette marc.paquette@vermont.gov

Scott Dolan scott.dolan@vermont.gov