



Price Accuracy Guarantee

Massachusetts Office of Consumer Affairs & Business Regulation
Division of Standards

Important Consumer Pricing Notice

As required by M.G.L. c. 94, §184C (i) and 202 CMR 7.07, if there is a discrepancy between the advertised price, sticker price, scanner price, display price, and checkout price on any grocery item,* the consumer pays the lowest price. In the case of food stores or food departments utilizing a consumer price scanner system, if the checkout price or scanner price is not the lowest price or does not reflect a qualifying discount, the consumer:

- Shall not be charged for one unit of the grocery item,* if the price is \$10 or less;
- If the lowest price is more than \$10, the consumer shall be charged the lowest price less \$10 for one unit of the grocery item*; and
- Shall be charged the lowest price for any additional units of the same** grocery item* purchased.

**Grocery item is defined by the state as any food, pet food or supply, disposable paper or plastic products, soap, household cleaner of any type, laundry product, and light bulbs.*

***Same is defined as any items that differ only by color, flavor, scent, and/or weight. Note: This includes all grocery items including random weight packages of meat, poultry, and fish.*

Contact the Massachusetts Division of Standards with questions or complaints

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