

STATE OF NEW YORK

9194

IN ASSEMBLY

February 12, 2024

Introduced by M. of A. MAGNARELLI -- read once and referred to the
Committee on Consumer Affairs and Protection

AN ACT to amend the general business law, in relation to the disclosure
of pricing changes for online grocery delivery services

The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:

1 Section 1. The general business law is amended by adding a new section
2 399-1 to read as follows:

3 § 399-1. Disclosure of pricing changes for online grocery delivery
4 services. 1. As of the effective date of this section, grocery retailers
5 and service providers that offer the delivery of groceries shall clearly
6 and conspicuously state any price mark-up on any product that is also
7 offered in-store. The mark-up shall be disclosed on the website or
8 mobile application page for each product. If the grocery retailer charg-
9 es a general mark-up for all delivered groceries not differentiated by
10 product, it shall clearly and conspicuously state the markup percentage
11 or amount on the front page of its website and/or mobile application.

12 2. A violation of the provisions of this section shall constitute an
13 offense punishable by a fine of not more than one hundred dollars for
14 the first offense and not more than two hundred fifty dollars for a
15 second or subsequent offense.

16 § 2. This act shall take effect immediately.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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