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 Assembly, do enact as follows:

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

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

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

§ 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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