

# STATE OF NEW YORK

3543

2025-2026 Regular Sessions

## IN SENATE

January 28, 2025

Introduced by Sens. BORRELLO, FERNANDEZ -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT to amend the general business law, in relation to requiring grocery stores that offer digital coupons automatically apply such coupons for senior citizens and loyalty or rewards program members

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

1 Section 1. The general business law is amended by adding a new section  
2 396-ccc to read as follows:

3 § 396-ccc. Digital coupons in grocery stores. 1. For the purposes of  
4 this section, the following terms shall have the following meanings:

5 (a) "Digital coupon" means any coupon offered by a grocery store in an  
6 electronic format through its website or mobile application, including,  
7 but not limited to, digital coupons offered pursuant to a loyalty or  
8 rewards program.

9 (b) "Grocery store" shall have the same meaning as such term is  
10 defined in subdivision thirteen of section three of the alcoholic beverage  
11 control law.

12 (c) "Loyalty or rewards program" means any system, program, contract,  
13 or agreement offered by a grocery store that provides benefits to  
14 returning customers.

15 (d) "Senior citizen" means any person age sixty-five or older.

16 2. Any grocery store that offers digital coupons shall, at the point  
17 of sale, automatically apply any such digital coupons which apply to a  
18 specific product being purchased at the register for senior citizens and  
19 members of a loyalty or rewards program.

20 § 2. This act shall take effect on the ninetieth day after it shall  
21 have become a law.

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

LBD08070-01-5