



## 102ND GENERAL ASSEMBLY

### State of Illinois

2021 and 2022

HB2910

Introduced 2/19/2021, by Rep. Natalie A. Manley

#### SYNOPSIS AS INTRODUCED:

815 ILCS 505/2WWW new

Amends the Consumer Fraud and Deceptive Business Practices Act. Provides that, if a grocery store or a supermarket shows the price of an item on a screen or other display at the point of sale, and the item is being sold at a discount to the regular price, the display must show both the regular price and the discounted price when the price of the item is first displayed on the screen, rather than delaying the showing of the discounted price until the total price of all items is displayed, with specified exceptions. Provides that failure to comply with those requirements constitutes an unlawful practice within the meaning of the Act.

LRB102 12677 JLS 18016 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**  
3 **represented in the General Assembly:**

4 Section 5. The Consumer Fraud and Deceptive Business  
5 Practices Act is amended by adding Section 2WWW as follows:

6 (815 ILCS 505/2WWW new)

7 Sec. 2WWW. Disclosure of discounted price; grocery stores;  
8 supermarkets.

9 (a) If a grocery store or supermarket shows the price of an  
10 item on a screen or other display at the point of sale, and the  
11 item is being sold at a discount to the regular price, the  
12 display must show both the regular price and the discounted  
13 price when the price of the item is first displayed on the  
14 screen, rather than delaying the showing of the discounted  
15 price until the total price of all items is displayed, except  
16 as follows:

17 (1) If a discounted price is based on the purchase of a  
18 specified number of items, the display must show both the  
19 regular price and the discounted price as soon as the  
20 specified number of items have been purchased.

21 (2) If a discounted price requires presentation of a  
22 coupon or evidence of membership in a loyalty program, the  
23 display must show both the regular price and the

1       discounted price when the coupon or evidence of membership  
2       is applied to the transaction.

3           (3) If a discounted price is based on the total dollar  
4       amount of the consumer's purchases, the display must show  
5       both the regular price and the discounted price as soon as  
6       the consumer's purchases have been totaled.

7           (b) Failure to comply with the requirements of this  
8       Section constitutes an unlawful practice within the meaning of  
9       this Act.