



CONNECTICUT'S "GET ONE FREE" LAW

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CONSUMER COMMODITY

A consumer commodity is any food, drug, device, cosmetic, product, or commodity of any other class, except prescription drugs, that is customarily produced for retail sale for individual consumption, personal care, or household purposes and is usually consumed or expended during consumption or use. It does not include alcoholic liquor or carbonated soft drink containers ([CGS §§ 21a-73 & -79b](#)).

ISSUE

Describe Connecticut's "Get One Free" law.

By law, consumers must be given a free consumer commodity (see sidebar) if its value is less than \$20, and its (1) price at the point of sale is higher than the posted or advertised price or (2) electronically scanned price is higher than the posted price. The consumer must point out the error and ask for the free item ([CGS §§ 21a-79\(b\)\(7\) & -79b](#)).

The law only applies to stores with retail sales areas of more than 10,000 square feet. Such stores must post a conspicuous sign to inform consumers of this right.

Additionally, if a product scans at a price lower than the posted price, the consumer is allowed to buy one of the items at the lower, scanned price ([Conn. Agencies Regs., § 21a-79-3](#)).

After providing notice and conducting a hearing, the consumer protection commissioner may issue violators a warning citation or impose a civil penalty of up to \$100 for a first offense and up to \$500 for each subsequent offense. If the violation was a scanning error, the retailer could be subject to another fine of up to \$200 for a first offense and up to \$1,000 for subsequent offenses. Each violation with respect to all units of a particular commodity on a single day is deemed a single offense ([CGS § 21a-79b](#)).

For more information on price scanning and the "Get One Free" law, see the Department of Consumer Protection's [website](#).

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