



UNIT PRICING

consumer *brief*

DOES A PRODUCT IN A LARGER PACKAGE OFFER A BETTER VALUE THAN THE SAME PRODUCT AVAILABLE IN A SMALLER PACKAGE?

This question is often asked by shoppers, who are looking for the best value before spending their hard-earned money in the stores. To aid shoppers, New Jersey has a **Unit Price Disclosure Act** (See [N.J.S.A. 56:8-21 et seq.](#) and the related regulations, [N.J.A.C. 13:45A-14.1 et seq.](#)) Those laws and regulations require retailers to display the Unit Price Cost of a regulated commodity by using the proper approved Unit of Measure, such as an ounce, pound, pint, quart or 100 count.

Unit Pricing ensures that shoppers will know whether a larger or smaller package offers a better value. The Unit Price law is especially helpful as package sizes have shrunk in recent years. For example, a 10.3 ounce can of coffee sells for \$4.19 and an 11.3 ounce can of coffee sells for \$6.19. *Which is the better value, and by how much?*

The Unit Price label on the shelf shows that one pound of coffee costs \$6.51 if you purchase the smaller cans, versus \$8.76 per pound if you purchase the 11.3 ounce cans (see photo.)

The Unit Price Law will show consumers the price of coffee per pound for each of the sizes of coffee cans.

The New Jersey Office of Weights and Measures administers the unit pricing law and conducts inspections to check whether retailers are complying with the law.

Unless an exemption exists, the Unit Price Disclosure Act requires:

- If the item for sale is displayed upon a shelf, the unit price label shall appear directly below the item or, alternatively, a unit price tag shall be attached to the item;

- If the item is displayed in a special fashion such as in an end display, portable rack or large bin, the unit price tag shall be attached to the item or, alternatively, a unit price sign or list shall be conspicuously placed at or near the point where the item is being displayed; and
- If an item is refrigerated, the unit price label shall be affixed to the case or to a shelf edge, or a unit price label shall be attached to the item. In the event such attachments are not possible, then a unit price sign or list may be used if the sign or list is displayed in proximity to the items being offered for sale. Where such proximate display is impossible, a unit price list for such items must be kept available and a sign must be posted at the display site stating where the unit price list is located.

To contact the New Jersey Office of Weights and Measures, call **732-815-7800**.



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