

# DUAL PRICING



***THE MERCHANT'S MANUAL TO COMPLIANCE***

# DUAL PRICING



## WHAT IS DUAL PRICING?

Dual pricing is a strategy used by businesses to offer different prices for the same product or service. Dual prices are often used to differentiate between customers who pay with cash and those who use cards. Dual pricing does allow you to better segment your customer base and maximize profits.



CARD	CASH
\$10.40	\$10.00

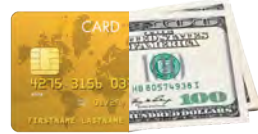
CARD	CASH
\$8.32	\$8.00

CARD	CASH
\$5.20	\$5.00

CARD	CASH
\$8.32	\$8.00

CARD	CASH
\$8.32	\$8.00

# DUAL PRICING



# DUAL PRICING HOW TO ENSURE COMPLIANCE

- Merchant has removed all signage.
- All listed priced items must display BOTH a cash and card price.
- The receipt DOES NOT show “ Non-Cash Charge.”
- The terminal displays both Cash and Card



MtechDistributors  
182 BayRidge Ave  
Brooklyn, NY 11220  
1-888-411-7583

03/24/22 13:15

**Card Sale**

Trans:7 Batch:8  
AMEX CHIP  
\*\*\*\*\*7788 00/00

**Total: \$10.40**

---

Card: \$10.40

---

Resp: APPROVAL 123456  
Code: 123456  
Ref#: 226554589755  
App Name: AMERICAN EXPRESS  
AID: A0000002214586  
TVR: 0000007000  
TSI: E800

Cardholder acknowledges receipt of goods and obligations set forth by the cardholder's agreement with issuer

X *John Smith*  
SMITH/JOHN  
CUSTOMER COPY  
Thank you

MtechDistributors  
182 BayRidge Ave  
Brooklyn, NY 11220  
1-888-411-7583

03/24/22 13:15

**Cash Sale**

Trans:7 Batch:8  
Cash Manual

**Total: \$10.00**

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Cash: \$10.00

---

Ref#: 2045589966484

**CUSTOMER COPY**  
Thank you



NEW YORK STATE Department of State Consumer Protection

## DUAL PRICING GUIDANCE

Starting February 11, 2024, there is new guidance for New York State businesses when charging an additional fee to customers paying with a credit card. (NYS GBS § 518)

**What does this mean for New Yorkers?**

A business has the option of passing along the actual cost of credit card processing fees as a surcharge to customers, but they must be transparent by displaying the **highest total price** (excluding sales tax).

LEGAL A business can:	ILLEGAL A business cannot:
 <p>Clearly display <b>BOTH</b> the Credit Card and the Cash Price.</p>	<div style="border: 1px solid black; padding: 5px; background-color: #ffc107; text-align: center; margin-bottom: 10px;"> <b>4% CREDIT CARD PROCESSING FEE</b> </div> <p>Put a <b>SIGN ON THE WALL OR AT THE REGISTER</b> that notifies a fee is applied to all credit card sales.</p>
 <p>List the <b>HIGHER</b> Credit Card price and advertise a <b>DISCOUNT</b> for Cash purchases.</p>	<p>Charge <b>SEPARATE LINE ITEMS</b>:</p> <ul style="list-style-type: none"> <li>convenience fee,</li> <li>service fee,</li> <li>administration fee,</li> <li>non-cash adjustment,</li> <li>technology fee,</li> <li>processing fee,</li> </ul> <p>etc., to credit card users on the customer receipt.</p>
<div style="border: 1px solid black; padding: 5px; background-color: #00728f; color: white; text-align: center; margin-bottom: 10px;"> <b>WE ACCEPT CASH AND CREDIT</b> </div> <p>Use the <b>SAME PRICE</b> for both Cash and Credit Card purchases.</p>	<div style="border: 1px solid black; padding: 5px; background-color: #ffc107; text-align: center; margin-bottom: 10px;"> <b>Prices Include 3.9% CASH DISCOUNT Not Applicable To Credit Card Sales</b> </div> <p>Advertise that all <b>PRICES INCLUDE A CASH DISCOUNT</b> that <b>does not</b> apply to credit cards purchases.</p>
<div style="border: 1px solid black; padding: 5px; background-color: #00728f; color: white; text-align: center; margin-bottom: 10px;"> <b>WE ACCEPT CASH AND CREDIT</b> </div> <p>Use the <b>SAME PRICE</b> for both Cash and Credit Card purchases.</p>	<div style="border: 1px solid black; padding: 5px; background-color: #ffc107; text-align: center; margin-bottom: 10px;"> <b>HOT SALE!!!</b>  <b>29.99</b> +4% FEE IF PAYING WITH CREDIT CARD         </div> <p>Include a <b>CREDIT CARD SURCHARGE WARNING</b> on the item price tag.</p>

If you have questions about the law, want to see more examples, or are not sure you are following the law correctly, please visit our website at [dos.ny.gov/CreditCardSurcharge](https://dos.ny.gov/CreditCardSurcharge) or contact us at: **(800) 697-1220**

Kathy Hochul, Governor
1/24
Robert J. Rodriguez, Secretary of State

**DUAL  
PRICING**



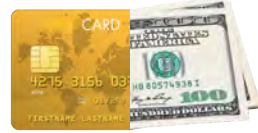
# Dual Pricing to Traditional

**IF YOU ARRIVE AT A LOCATION AND THE MERCHANT INFORMS YOU THAT THEY ARE SWITCHING TO TRADITIONAL, MAKE SURE TO COMPLETE THE FOLLOWING TO ENSURE COMPLIANCE:**

- Remove all Dual Pricing/Cash Discount Stickers or Signage.
- Take pictures of the location.
- The location will need a software update on the terminal to make sure it's switched to traditional pricing.

**YES, PLEASE CALL THE OFFICE TO CONFIRM COMPLETION BEFORE LEAVING.**

# DUAL PRICING



## MENUS WITH DUAL PRICING

Displaying both cash and card prices promotes transparency in pricing. It ensures that customers are aware of any price discrepancies between payment methods upfront, reducing the likelihood of misunderstandings or disputes at the point of sale. In some jurisdictions, businesses are required by law to disclose cash and card prices separately to comply with consumer protection regulations. Having a digital menu that includes both prices ensures legal compliance.

### EXAMPLES DIGITAL MENU-BOARDS

#### Breakfast Specials

• Also available with egg whites & turkey bacon for an additional charge •

Box 1

CARD \$14.55

CASH \$13.99

3XL Eggs, Any Style, with Ham, Sausage or Bacon. Bagel/Toast  
Home Fries & 16oz. Hot Coffee

Box 2

CARD \$14.55

CASH \$13.99

3XL Eggs, Any Style, (1) piece of French Toast,  
Bacon, Sausage or Ham, Home Fries & 16oz. Hot Coffee

Hangover Breakfast Box

CARD \$19.75

CASH \$18.99

3XL Eggs, Any Style, Bacon, Ham & Sausage, Home Fries,  
(1) piece of French Toast, Bagel/Toast & 16oz. Hot Coffee

SAVE \$5

#### Omelette

All 3 Eggs & Include Home Fries, Bagel or Toast

	CARD	CASH
1 Western Omelette - Peppers, Ham & Onion .....	\$14.55	\$13.99
2 Ham & Cheddar .....	\$14.55	\$13.99
3 South West - Peppers, Onions, Jalapeño, Ham, Salsa, Cheddar .....	\$14.55	\$13.99
4 Stent - Egg Whites, Grilled Chicken, Spinach & Cheddar .....	\$14.55	\$13.99
5 Angi - Egg Whites, Turkey, Broccoli, Onions & Low Fat Swiss.....	\$14.55	\$13.99
6 Leo - Lox, Eggs & Onions .....	\$16.63	\$15.99
7 Big Boy Special - Ham, Sausage, Bacon, Cheddar, Onions, Hot Sauce.....	\$16.63	\$15.99

Create your own Omelette, we will make it

#### Kids Menu

Includes Juice box & Lil' Cookie

	CARD	CASH
Scrambled Egg with a Buttered Mini-Bagel.....	\$7.27	\$6.99
Peanut Butter & Jelly on a Mini-Bagel .....	\$7.27	\$6.99
Melted American Cheese on a Mini-Bagel .....	\$7.27	\$6.99
Buttered Mini Bagel .....	\$7.27	\$6.99
Cream Cheese Mini Bagel .....	\$7.27	\$6.99
Plain Cream Cheese & Jelly on a Mini-Bagel .....	\$7.27	\$6.99
Junior Sandwich .....	\$8.31	\$7.99

Your Choice of Tuna Salad, Egg Salad, Sliced Turkey or Sliced Ham on a Mini-Bagel

5+ under • Child must be present

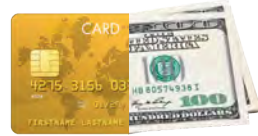
Proudly Featuring

PREMIUM DELI MEATS & CHEESES

### BY THE POUND

<table border="0" style="width: 100%;"> <thead> <tr> <th style="font-weight: normal; font-size: small;">CARD</th> <th style="font-weight: normal; font-size: small;">CASH</th> </tr> </thead> <tbody> <tr> <td style="font-weight: bold; font-size: large;">COLD CUTS</td> <td style="font-weight: bold; font-size: large;">\$12.47</td> </tr> <tr> <td style="font-size: x-small;">Ovengold Turkey • Maple Honey Turkey Salsalito Turkey • Cracked Pepper Mill Turkey EverRoast Chicken • Blazing Buffalo Chicken</td> <td></td> </tr> <tr> <td style="font-weight: bold; font-size: large;">BEEF</td> <td style="font-weight: bold; font-size: large;">\$15.59</td> </tr> <tr> <td style="font-size: x-small;">Roast Beef • Pastrami • Corned Beef</td> <td></td> </tr> <tr> <td style="font-weight: bold; font-size: large;">SALAMI</td> <td style="font-weight: bold; font-size: large;">\$12.47</td> </tr> <tr> <td style="font-size: x-small;">Genoa Salami • Beef Salami</td> <td></td> </tr> </tbody> </table>	CARD	CASH	COLD CUTS	\$12.47	Ovengold Turkey • Maple Honey Turkey Salsalito Turkey • Cracked Pepper Mill Turkey EverRoast Chicken • Blazing Buffalo Chicken		BEEF	\$15.59	Roast Beef • Pastrami • Corned Beef		SALAMI	\$12.47	Genoa Salami • Beef Salami		<table border="0" style="width: 100%;"> <thead> <tr> <th style="font-weight: normal; font-size: small;">CARD</th> <th style="font-weight: normal; font-size: small;">CASH</th> </tr> </thead> <tbody> <tr> <td style="font-weight: bold; font-size: large;">COLD CUTS</td> <td style="font-weight: bold; font-size: large;">\$10.39</td> </tr> <tr> <td style="font-size: x-small;">Bologna • Spiced ham • Liverwurst • Pepperoni</td> <td></td> </tr> <tr> <td style="font-weight: bold; font-size: large;">CHEESE</td> <td style="font-weight: bold; font-size: large;">\$12.47</td> </tr> <tr> <td style="font-size: x-small;">White or Yellow American</td> <td></td> </tr> <tr> <td style="font-weight: bold; font-size: large;">CHEESE</td> <td style="font-weight: bold; font-size: large;">\$11.99</td> </tr> <tr> <td style="font-size: x-small;">Peper Jack • Swiss • Provolone • Muenster • Gouda</td> <td></td> </tr> </tbody> </table>	CARD	CASH	COLD CUTS	\$10.39	Bologna • Spiced ham • Liverwurst • Pepperoni		CHEESE	\$12.47	White or Yellow American		CHEESE	\$11.99	Peper Jack • Swiss • Provolone • Muenster • Gouda	
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# DUAL PRICING



# EXAMPLES PAPER MENU

## THE RESTAURANT

Olive Oil extracted from Ancient Roman olive trees

### Breakfast and Brunch

	CARD	CASH		CARD	CASH
FALAFEL SIDE (5PCS) <small>With Tahini Sauce</small>	\$6.23	\$5.99	LENTIL SOUP	\$5.19	\$4.99
HUMMUS	\$5.19	\$4.99	SOUP OF THE DAY	\$5.19	\$4.99
BABAGANOUSH	\$5.19	\$4.99	GRILLED CHEESE PLATTER <small>GRILLED CHEESE, TOMATO, CUCUMBER</small>	\$8.31	\$7.99
EJJEH <small>PARSLEY, ONION, EGG, SPICES SERVED WITH PITA BREAD</small>	\$8.31	\$7.99	FATTEH <small>CHICKPEAS, PITA CHIPS, TAHINI SAUCE, SAUTEED PINE NUTS, OLIVE OIL OR GHEE</small>	\$9.35	\$8.99
MFARAKEH <small>potato onion egg</small>	\$8.31	\$7.99	SALEP <small>THE TUBEROUS ROOTS OF ORCHIDS WITH MILK, CORN FLOUR, CINNAMON</small>	\$6.23	\$5.99
FOUL MEDAMES <small>STEW OF COOKED FAVA SERVED W/ OLIVE OIL, TOMATO, GARLIC, SPICES</small>	\$8.31	\$7.99	TEA CUP	\$3.12	\$3.00
SHAKSHOUKA <small>TOMATO, ONION, PEPPER, EGG, OLIVE OIL, SPICES</small>	\$9.35	\$8.99	ARABIC COFFEE	\$5.19	\$4.99
OMELETTE <small>EGG, VG</small>	\$7.27	\$6.99			

Please take clear pictures of the menu front and back and submit.

## EGGËRGIZER BOWLS

- Trueno** Cash 10.5 Card 10.92  
Quinoa, Chicken Sausage, Spicy Peppers, Spinach, Home Fries and Guacamole and Pico de Gallo
- Farmers Choice** Cash 10.5 Card 10.92  
Quinoa, Turkey, Mushroom, Kale, Avocado and Chipotle Aioli
- Emerald Morning** Cash 9.5 Card 9.88  
Broccoli, Sauteed Onion, Spinach, Feta and Pesto

## BREAKFAST WRAPS

- Bourgeois** Cash 11 Card 11.44  
3 Egg Whites, Chicken Sausage, Spinach, Goat Cheese and Sliced Pear
- Compadre** Cash 9 Card 9.36  
2 Eggs, Bacon, Corn, Beans, Zucchini, Pico de Gallo and Feta
- Huntsman's Breakfast** Cash 13 Card 13.52  
2 Eggs, Steak, Potato, Mushroom, Sauteed Onion and Pepper Jack

## AVOCADO TOAST

- 5th Ave** Cash 9 Card 9.36  
Guacamole, Bacon, Cherry Tomato, Scrambled egg, Chipotle Aioli topped with Sesame Seed
- Tiffany's** Cash 8 Card 8.32  
Avocado, Cream Cheese, Cucumber, Hardboiled Eggs, Hardboiled Egg, topped with Green Onion and Sriracha
- Monroe** Cash 9 Card 9.36  
Avocado, Grilled Tomato, Fresh Mozzarella, Egg Over Easy and a sprinkle of Red Pepper Flake and Balsamic Vinegar Reduction

## LIFESTYLE OMELET

served with homefries and toast

- Mediterranean Omelet** Cash 11.5 Card 11.96  
3 Eggs, Tomato, Spinach, Zucchini and Fresh Mozzarella
  - Western Omelet** Cash 11.5 Card 11.96  
3 Eggs, Peppers, Onions, Turkey and Cheddar Cheese
  - Fudgarten Omelet** Cash 10.5 Card 10.92  
3 Eggs, Zucchini, Spinach and Broccoli
- Add Protein
- |                           | Cash | Card |
|---------------------------|------|------|
| Applewood Smoked Bacon    | 2.5  | 2.60 |
| Chicken Sausage           | 3.5  | 3.64 |
| Turkey                    | 4    | 4.16 |
| Grass Fed Steak           | 7    | 7.28 |
| Tempeh(Vegan)             | 5    | 5.20 |
| Cage Free Egg (any style) | 1.5  | 1.56 |

## SHAKES

- Sweet Treat** Cash 8.5 Card 8.84  
Banana, Coconut, Cacao Niblets, Grass Fed Whey or Vegan
- Herculean** Cash 8.5 Card 8.84  
Banana, Spinach, Peanut Butter, Grass Fed Whey or Vegan
- Carribbean Craze** Cash 8.5 Card 8.84  
Strawberry, Mango, Coconut, Grass Fed Whey or Vegan
- Strawberry Pina Colada** Cash 9 Card 9.36  
Strawberries, Pineapple, Coconut Water, Coconut, Grass Fed Whey, Protein, or Vegan
- Java-Banana** Cash 9 Card 9.36  
Banana, Walnuts, Honey, Cinnamon, Coffee, Grass Fed Whey, Protein, or Vegan
- Culture Blast** Cash 9.5 Card 9.88  
Strawberry, Banana, Mango, Spinach, Cinnamon, Raw Cacao, Peanut Butter, Grass Fed Whey, Protein, or Vegan

FAST CASUAL • ORGANIC EATERY



Free Delivery

Mon-Fri 7am-9pm  
Sat 8am-9pm  
Sun 8am-4pm

#nj\_fudgarten  
Fugarten  
Fugarten-nj.com

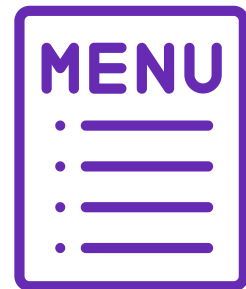
TEL. 201.878.3415  
1636 Palisade Ave, Fort Lee, NJ 07024



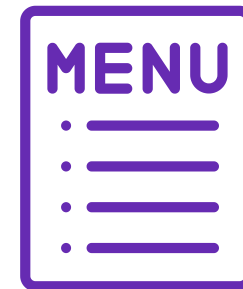
## Speciality DRINKS

	CARD	CASH
<b>DIRTY SHIRLEY</b> Tito's Handmade Vodka, Sprite, Splash of Granadine	\$12.48	\$12
<b>MEXICAN SUNSET</b> Casamigos Reposado, Peach Schnapps, Amaretto, Pineapple Juice, Granadine	\$16.64	\$16
<b>THE KAVE SCREWDRIVER</b> Tito's Handmade Vodka, Orange Juice & Blue Curacao	\$12.48	\$12
<b>ISLAND BREEZE</b> Ciroc Coconut, Peach Schnapps, Cranberry, Pineapple Juice	\$15.60	\$15
<b>LATIN PASSION</b> Casamigos Blanco, Peach Schnapps, Cranberry Juice, Sprite	\$16.64	\$16
<b>WHITE SANGRIA</b> White Wine, Peach Schnapps, Brandy and Orange Juice, Topped with Sprite	Glass \$12.48 Pitcher \$26.00	\$12 \$25

**DUAL  
PRICING**



# MENU



## CHECKLIST

**IF YOUR STORE IS REQUIRED TO UPDATE ITS **MENU**. THIS UPDATE IS A CRITICAL COMPONENT OF YOUR COMPLIANCE CHECKLIST AND MUST BE COMPLETED TO ENSURE YOUR ELIGIBILITY FOR COMPENSATION.**

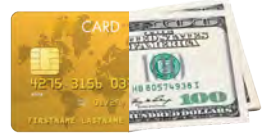
Please follow these steps carefully:

- Photograph the Entire Menu Board:
- Send Measurements of the Menu: Provide the dimensions of the menu board. If you have more than one board, include the measurements for each.
- Paper or Laminated Menus: Indicate whether the menus are printed on paper or are laminated. Please include photographs of these menus.
- Digital Menu Screens: If they use a screen/digital menu, note this distinction. Include photographs of the screens displaying the current menu.

**ADHERING TO THESE STEPS IS CRUCIAL FOR YOUR STORE'S COMPLIANCE AND COMPENSATION.**

**PLEASE SUBMIT THE REQUESTED PHOTOGRAPHS AND INFORMATION BEFORE LEAVING THE LOCATION. IF YOU HAVE ANY QUESTIONS OR REQUIRE CLARIFICATION ON ANY OF THESE STEPS, DO NOT HESITATE TO CONTACT US.**

# DUAL PRICING



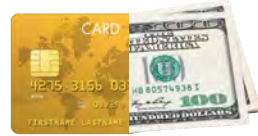
## EXAMPLES PRICE TAG-SHELF

Labeling products with both card and cash prices at your place of business enhances transparency, empowers consumer choice, aids in budgeting and planning, prevents confusion, ensures legal compliance, and can contribute to a positive shopping experience for customers.





# DUAL PRICING



## COMPLIANT RECEIPTS OPTIONS

Original Check

Price Increase (Card)

Price Increase with Dual Pricing

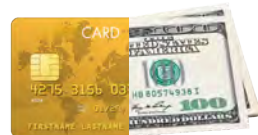
Including both cash and card prices on the customer receipt enhances transparency, prevents misunderstandings, assists with budgeting, ensures legal compliance, and contributes to a positive customer experience.

Pizza	
<b>Baked Clams</b>	<b>\$17.95</b>
12 pcs (\$17.95)	
<b>Antipasto Salad</b>	<b>\$16.95</b>
Antipasto Salad (\$11.95)	
+ Oil & Balsamic	
- NO Black Olives	
+ Grilled Chicken (\$5.00)	
<b>18' Cheese Pizza</b>	<b>\$32.00</b>
18' Cheese Pizza (\$20.00)	
+ Whole Pizza	
+ Pepperoni (\$4.00)	
+ Left Side	
+ Sausages (\$4.00)	
+ Right Side	
+ Mushrooms (\$4.00)	
Subtotal	\$66.90
Sales Tax (8.875%)	\$5.94
<b>Total</b>	<b>\$72.84</b>
Order #	R31-00123
Order Creation Date	3/15/24, 12:35 PM
Assignee	Figure service
Date & Time of Print	3/15/24, 12:36 PM

Pizza	
<b>Baked Clams</b>	<b>\$18.58</b>
12 pcs (\$18.58)	
<b>Antipasto Salad</b>	<b>\$17.55</b>
Antipasto Salad (\$12.37)	
+ Oil & Balsamic	
- NO Black Olives	
+ Grilled Chicken (\$5.18)	
<b>18' Cheese Pizza</b>	<b>\$33.12</b>
18' Cheese Pizza (\$20.70)	
+ Whole Pizza	
+ Pepperoni (\$4.14)	
+ Left Side	
+ Sausages (\$4.14)	
+ Right Side	
+ Mushrooms (\$4.14)	
Subtotal	\$69.25
Sales Tax (8.875%)	\$6.15
<b>Total</b>	<b>\$75.40</b>
Order #	R31-00122
Order Creation Date	3/15/24, 12:21 PM
Assignee	Figure service
Date & Time of Print	3/15/24, 12:54 PM


Pizza	
<b>Baked Clams</b>	<b>\$18.58</b>
12 pcs (\$18.58)	
<b>Antipasto Salad</b>	<b>\$17.55</b>
Antipasto Salad (\$12.37)	
+ Oil & Balsamic	
- NO Black Olives	
+ Grilled Chicken (\$5.18)	
<b>18' Cheese Pizza</b>	<b>\$33.12</b>
18' Cheese Pizza (\$20.70)	
+ Whole Pizza	
+ Pepperoni (\$4.14)	
+ Left Side	
+ Sausages (\$4.14)	
+ Right Side	
+ Mushrooms (\$4.14)	
Subtotal	\$69.25
Sales Tax (8.875%)	\$6.15
<b>Total</b>	<b>\$75.40</b>
<b>Card Price</b>	<b>\$75.40</b>
<b>Cash Price</b>	<b>\$72.76</b>
Order #	R31-00122
Order Creation Date	3/15/24, 12:21 PM
Assignee	Figure service
Date & Time of Print	3/15/24, 12:56 PM

# DUAL PRICING



## POS SYSTEM CUSTOMER FACING DISPLAY, COMPLIANCE

**IF YOU HAVE A POS SYSTEM WITH CUSTOMER FACING DISPLAY YOU MUST SHOW BOTH, CARD AND CASH PRICE TO THE CUSTOMER**

Your Order		10 Items		
101. Fuel Caesar Salad	\$8.00			
102. Fuel Chicken Caesar Salad	\$9.00			
92. Avocado Salad	\$11.00			
With Chicken	\$11.00			
63. Chicken N Vegetables Soup	\$4.00			
64. Chicken N Noodle w/Veggies	\$4.00			
9. Mediterranean Wrap	\$15.50			
Turkey	\$8.50			
ADD Bison	\$3.00			
ADD Substitute Bison for Turkey	\$1.00			
ADD Sweet Fries	\$3.00			
106a. Freddys Special	\$8.00			
Bai	\$3.25			
Celsius	\$3.00			
Can Soda	\$1.50			
		Subtotal	\$67.25	
		± Pricing	-	
		Taxes	\$5.97	
		New York tax (8.875%)	\$5.97	
		<b>Total</b>	<b>\$73.22</b>	
		CASH PRICE	\$73.22	
		CARD PRICE	\$76.15	

Spanakopita	Qty x 1	
CA @ \$8.99	\$8.99	
CR @ \$9.34	\$9.34	
Spanakopita	Qty x 1	
CA @ \$8.99	\$8.99	
CR @ \$9.34	\$9.34	
Mousaka	Qty x 1	
CA @ \$7.99	\$7.99	
CR @ \$8.30	\$8.30	
Falafel Small (6)	Qty x 1	
CA @ \$6.99	\$6.99	
CR @ \$7.26	\$7.26	
Sub-Total	\$32.96	
Tax	\$2.64	
Cash Price (CA)	\$35.60	
Credit Price (CR)	\$37.03	
Allowed EBT	\$32.96	





Want a POS System? Call 800-791-TECH (8324)  
Affordable, with Local In-Person Install & Support!  
supersonicpos.com

**DUAL  
PRICING**



# Higher Price Model w/ Disclaimer



If shelf prices are the higher price you must display disclaimer.



Ex. Front of the store disclaimer



Ex. Disclaimer at the register

# DUAL PRICING



## Hybrid Model w/ Menus :

Stores with both shelf pricing and menu pricing

### Shelfs



If shelf prices have both cash and card prices no disclaimer needed

### Menus



Menu can display the higher price (card price) only but must also display the disclaimer.

### DISCLAIMER

Disclaimer on menus should read

## 4% DISCOUNT FOR CASH PURCHASES

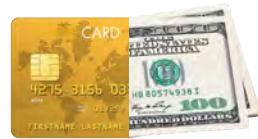
NOTE: The receipt for menus on the Hybrid model can have only the price displayed on the menu and it will be accepted. Make sure to take pictures of the menu showing the price and disclaimer.



# DUAL PRICING CHECKLIST

- Ensure all items have cash and card prices
- Ensure all signage displaying 3%, 4%, or minimum credit card charges are removed Ensure new stickers are put up in the store
- Ensure all menus display cash and card prices, or list the higher price with a disclaimer: “4% Discount on Cash Purchases”
- If there is a digital menu screen, get the excel/PDF file or take a clear photo
- If there is a chalkboard or corkboard menu, label over the current pricing with the card and cash price or higher price with the disclaimer
- Make sure to take 4-5 Interior Photos showcasing behind the counter, aisles, sections, shelves, etc., with clear display of dual price compliance tags
- Ensure POS or credit card terminals displays cash and card prices
- Ensure receipts do not show anything indicating a surcharge/fee (“Adjustment” is allowed)
- Ensure merchant and employees are educated on dual pricing verbiage and compliance laws
- Share the Department of State video with the merchant
- Hand out the Dual Pricing pamphlet to the merchant
- Complete Menu check list - Find trhe check list in this PDF file

**DUAL  
PRICING**



# DUAL PRICE LABEL GUN



**DUAL  
PRICING**

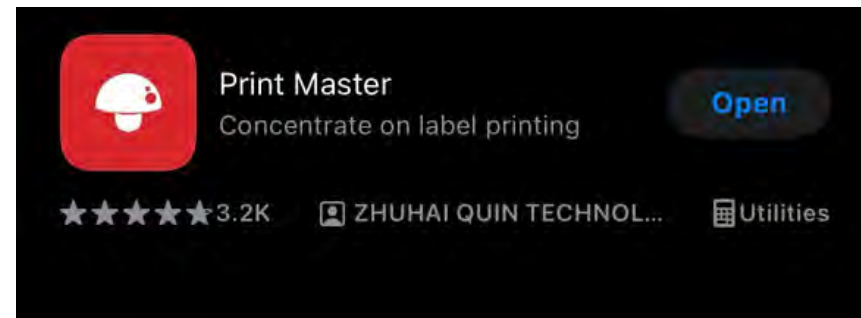


# Dual Pricing Label Maker

**NOTE:** Make sure your phone is charged or that you have a charger. Using this label maker requires you to use your phone.



Item	Card	Cash
Sluggers Live Resine	67.60	65
Punchextracts	62.40	60
Raw Garden	41.60	40
Crush Diamond	62.40	60
Moonrocks 51/50	52.00	50
Future 1g	26.00	25
Stiiizy	41.60	40
Stiiizy w Diamonds	52.00	50



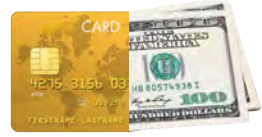
Start creating labels

CARD	CASH
\$3.12	\$3.00

ALL 8.4 OZ CANS	
CARD	CASH
\$4.11	\$3.95

Download the app, create an account so you can save your labels. Connect to the label maker via Bluetooth.

This is an acceptable label, but you can add less products or single products.



# DUAL PRICING STICKER

**Dear Customer**

**“This location displays both  
the card and cash price on items”**

**CARD PRICE**



**CASH PRICE**





**DUAL  
PRICING**



Disclaimer Sticker

**4% Discount  
For Cash  
Purchases**

