

Dear Retailer,

YOUR PRICES ARE DISCRIMINATORY

Are you aware that your current pricing policy discriminates against the disadvantaged and most vulnerable individuals in OUR community?

You support and promote the “twofer” concept which provides special reduced pricing for multiple purchases of the same product or brand. While this type of pricing is promoted as a “price reduction” or a “sale price” or a “special” – it is really *unfair* pricing for any individual who wants to purchase only one item that day. Therefore, it is **PRICE DISCRIMINATION**.

This type of **PRICE DISCRIMINATION** hurts the most disadvantaged: the poor, the elderly, the homeless, and some people who are injured or handicapped.

PRICES FOR 1 ITEM

CAN BE AS MUCH AS 35% HIGHER

If they want to buy only a single product because that is all they can afford or carry that day – they will pay **more** for the product than your other customers will.

Not only is the extra charge a problem, so is the carrying and storage of the product.

Most of these people do not own cars. They walk, cycle or use public transit to shop at your store. The carrying of multiple items just to save money is a major inconvenience – in weight and volume. Did you know that if an elderly person buys three jars of pasta sauce – instead of one – that their bag will be four pounds heavier? If they must buy several products in multiples to **SAVE** money, that can be a lot more.

3 JARS OF PASTA
SAUCE WEIGH 4 LB
MORE THAN 1 JAR

And many of these people live in very small quarters – some even in tents or makeshift homes. If they can afford to buy multiples in order to cut costs, they now must find space to store the extras in their homes. They do not have large pantries or cupboards for storage of multiple items.

To see more examples of how your prices discriminate – go to <https://unfairprices.org/>

Or follow us on social media: <https://www.facebook.com/stopunfairprices/> and <https://twitter.com/unfairprices> and <https://www.instagram.com/unfairprices/>

THE ANSWER IS SIMPLE

If you create a “special” price and decrease the sale price of an individual item – then there is no discrimination. An individual will pay \$X for that item – and save \$X. If someone with a large family or plenty of storage or an SUV in your parking lot wants to save more money – they can buy 2, or 3, or 10. They can buy multiples and still pay the same price per item as the person who buys only one.

This is **FAIR pricing** for **ALL** your customers at the **SAME** time.

Please change your pricing policies NOW - so they do NOT discriminate against society's disadvantaged.

Make sure that EVERYONE gets FAIR PRICES at YOUR store...

Sincerely,

Your Customer