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## **NEWS FROM THE NEW JERSEY FOOD COUNCIL**

### **For Immediate Release**

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### **NJFC HAILS SIGNING OF FOOD-FUEL PROMOTIONS AS VICTORY FOR CONSUMERS**

**(TRENTON)** – The New Jersey Food Council (NJFC), representing NJ food retailers and their supplier partners, cheered the enactment of Senate Bill 2927/Assembly Bill 3133 by Governor Christie this afternoon. This legislation will allow consumers to accrue rewards points on their debit cards and shopper loyalty cards, which can be turned into discounts on gasoline purchases.

“With food and fuel prices being at some of their highest levels in recent memory, it is important to give consumers every possible discount on their purchases,” said NJFC President Linda Doherty. “We thank the Governor for signing this bill into law after it received broad bipartisan support in both houses of the Legislature.”

Right now, consumers in every other Northeast state and over 40 other states are able to accrue points on their shopper loyalty cards through their normal spending habits like grocery shopping. These points can be turned into discounts at participating gas stations. New Jersey law no longer prohibits this type of consumer benefit.

“New Jersey consumers can now take part in the promotional programs that are enjoyed by their family and friends in other states,” continued Doherty. “NJFC looks forward to the first food-fuel promotions programs being rolled out here in New Jersey.”

This legislation was sponsored by Senator Robert Gordon (D-38), Senator James Beach (D-6), Senator Diane Allen (D-7), Assemblywomen Celeste Riley (D-3) and Assemblymen Craig Coughlin (D-19) and John Burzichelli (D-3).

The New Jersey Food Council is the Garden State’s preeminent food industry trade association with almost 400 members representing over 1,200 retail food stores, wholesalers, manufacturing and service companies that supply them.

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