Discount announcement — the reference price

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Tasting box · fictional document

> **Fictional document — demonstration example**
> This document is produced by the Blue Lemon Agent website to illustrate what an AI agent hands to its users. The companies, matters, amounts and people in it are invented. It has no legal, accounting or commercial value.

> **Fictional document**, produced for demonstration. **Announcing a discount is allowed: it is the reference price that must be the right one. Article L112-1-1 of the French Consumer Code** requires any announcement of a price reduction to state the prior price, and that prior price must be **the lowest price applied over the thirty days** preceding the reduction. **This holds for a social media post exactly as for a shop window sign: what counts is the announcement, not the medium.**

What the till says

Data point	Value	Source	Consequence
Price displayed in store	€28.00	Till, standard price	—
Lowest price over the last 30 days	**€24.00**	**3-9 August push, till records**	**This is the reference price to display**

Data point	Value	Source	Consequence
Selling price during the announced push	€19.20	20 % discount applied to €24.00	The real discount is still 20 %
Lowest price over the last 24 months	€19.20	Till records	**Allows the wording “our best price of the year”**

> **A 20 % discount announced against €28.00 would be inaccurate**, when the product sold at €24.00 three weeks earlier. **The lawful path costs nothing and says the same thing: the discount is calculated on the right price.**

The two wordings written, both correct

Wording	What it displays	When to prefer it
“Tasting box €19.20 instead of €24.00 — lowest price applied in the last 30 days.”	The reference price and the discount	When the house wants to show a percentage
“Tasting box €19.20, our best price of the year.”	A verifiable fact, with no percentage	**When the owner would rather stay out of discount mechanics**

What was checked in the same place

Point	Finding	Effect on the text
Dates of the push	Aligned with the commercial diary	Dates written out in full
Shops covered	**2 of 3**	**Stated explicitly — a discount announced for three shops and served in two ends up at the counter**
Stock on hand	**142 boxes**	**An announcement that promises more than the stock costs more than a cautious one**

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The division of roles stays clean: the owner settles the price and whether to discount at all; the agent makes sure what is written matches what was sold, and supplies the reference price with its period.

Wording adopted and publication date: _____

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