

STATE OF NEW MEXICO
OFFICE OF THE ATTORNEY GENERAL



HECTOR H. BALDERAS
ATTORNEY GENERAL

March 13, 2020

The Weed Store
3 Agua Chiquita Road
Weed, NM 88339

Re: NMOAG-ECS-20200403-d113

Ms. Jones:

The New Mexico Office of the Attorney General has received a price gouging complaint against your store. According to the complaint, the Weed Store located in Weed, NM has unreasonably and without justification raised the price of gasoline.

Attorney General Hector Balderas recently issued a consumer advisory warning against COVID-19 or Coronavirus related price gouging. For your convenience, we have attached a copy of the complaint and recent advisory. Increasing prices on necessities is simply unconscionable and will not be tolerated in New Mexico. As such, if you are unreasonably charging unjustifiable prices, you are instructed to immediately cease and desist from doing so.

We advise that you immediately review your pricing strategy and would also ask that you provide our office with a response to the allegations noted above **within ten (10) days of receipt**. Your response may be sent to:

Director Jennifer Saavedra
Advocacy and Intervention Division
P.O. Drawer 1508
Santa Fe, New Mexico 87504-1508
jsaavedra@nmag.gov

Thank you for your time and consideration.

Sincerely,
Brad E. Hill, Advocate
Advocacy & Intervention Division

Enclosures

cc: File# NMAGO-202003-00244