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# A BILL FOR AN ACT

RELATING TO CONSUMER PROTECTION.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**

1           SECTION 1. The purpose of this Act is to ensure that  
2 customers are sufficiently aware of when an offer under a full-  
3 service restaurant franchisee's advertising campaign is not  
4 available in Hawaii by requiring full-service restaurant  
5 franchisees to disclose their non-participation in a national  
6 advertising campaign in which discounts or promotions are  
7 offered.

8           SECTION 2. Chapter 481B, Hawaii Revised Statutes, is  
9 amended by adding a new section to be appropriately designated  
10 and to read as follows:

11           "§481B- Full-service restaurant franchise; advertising  
12 campaigns; non-participation. (a) If a full-service restaurant  
13 franchisee does not participate in a national advertising  
14 campaign of the franchisor in which a discount or promotion is  
15 offered, the franchisee shall disclose its non-participation at  
16 its entrance or storefront with signage of a size sufficient to  
17 be clearly visible to the general public, unless the national



1 advertising campaign discloses that the discount or promotion  
2 does not apply to the franchisee's restaurant.

3 (b) For the purposes of this section, "full-service  
4 restaurant" means a sit-down eatery where food is served  
5 directly to the customer's table and payment is made after being  
6 served."

7 SECTION 3. New statutory material is underscored.

8 SECTION 4. This Act shall take effect on April 25, 2112.



**Report Title:**

Full-Service Restaurants; Non-Participation

**Description:**

Requires full-service franchise restaurants to disclose their non-participation in national advertising campaigns that offer a promotion or discount with a sign at the entrance or storefront, unless the franchisor's advertisement states that the discount or promotion does not apply to the franchisee's restaurant.

(HB760 HD1)

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