STAND. COM. REP. NO. 2793

Honolulu, Hawaii

MAR 0 5 2026

RE: S.B. No. 3248
S.D. 2

Honorable Ronald D. Kouchi
President of the Senate
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Sir:

Your Committee on Commerce and Consumer Protection, to which was referred S.B. No. 3248, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO LABELING REQUIREMENTS,"

begs leave to report as follows:

The purpose and intent of this measure is to establish labeling requirements for ʻōkolehao products.

Your Committee received testimony in support of this measure from the Department of Agriculture and Biosecurity, one member of the Hawaiʻi County Council, Hawaiʻi Farm Bureau, Ola Brew, and nine individuals.

Your Committee received testimony in opposition to this measure from Kahuna Spirits Ltd. and three individuals.

Your Committee finds that ʻōkolehao is a traditional Hawaiian distilled spirit with historical and cultural significance. Establishing labeling requirements for ʻōkolehao products can benefit farmers, distillers, distributors, and retailers in the State to create an authentic visitor experience rooted in culture and place. This measure would regulate the traditional Hawaiian name and support local industry to further develop ʻōkolehao as a regionally distinctive product.

Your Committee has amended this measure by making technical, nonsubstantive amendments for the purposes of clarity and consistency.

As affirmed by the record of votes of the members of your Committee on Commerce and Consumer Protection that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3248, S.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as S.B. No. 3248, S.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Commerce and
Consumer Protection,



JARRETT KEOHOKALOLE, Chair

The Senate
Thirty-Third Legislature
State of Hawai'i

Record of Votes
Committee on Commerce and Consumer Protection
CPN

Bill / Resolution No.:*	Committee Referral:	Date:
SB 3248 SD1	HWN, CPN	2/25/26

☐ The Committee is reconsidering its previous decision on this measure.

If so, then the previous decision was to: _____

The Recommendation is:

☐ Pass, unamended 2312 ☑ Pass, with amendments 2311 ☐ Hold 2310 ☐ Recommit 2313

Members	Aye	Aye (WR)	Nay	Excused
KEOHOKALOLE, Jarrett (C)	✓			
FUKUNAGA, Carol (VC)	✓			
LAMOSAO, Rachele				✓
MCKELVEY, Angus L.K.	✓			
AWA, Brenton	✓			
TOTAL	4	0	0	1

Recommendation: ☑ Adopted ☐ Not Adopted

Chair's or Designee's Signature:

Carol Fukunaga

Distribution: Original — File with Committee Report; Yellow — Committee; Pink — Drafting Agency

*Only one measure per Record of Votes

Revised: 01/02/26