

Honolulu, Hawaii

MAR 06

, 2026

RE: H.B. No. 2475
H.D. 1

Honorable Nadine K. Nakamura
Speaker, House of Representatives
Thirty-Third State Legislature
Regular Session of 2026
State of Hawaii

Madame:

Your Committee on Consumer Protection & Commerce, to which was referred H.B. No. 2475, H.D. 1, entitled:

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

begs leave to report as follows:

The purpose of this measure is to establish labeling requirements for 'okolehao products.

Your Committee received testimony in support of this measure from the Department of Agriculture and Biosecurity; Hawai'i Farm Bureau; Ola Brew; Iron Bottom Spirits; and ten individuals. Your Committee received testimony in opposition to this measure from Kahuna Spirits Ltd and three individuals. Your Committee received comments on this measure from the Department of the Attorney General.

Your Committee finds that 'okolehao is a culturally significant Hawaiian distilled spirit made with Hawaii-grown kī, whose reputation and authenticity have been diluted due to the absence of clear production and labeling standards. The lack of protections has resulted in misleading branding, reduced consumer confidence, and lost economic opportunities for local farmers, producers, and cultural practitioners. Your Committee believes that establishing uniform labeling requirements and defining 'okolehao in statute will preserve its cultural integrity while



supporting local agriculture and creating a stronger, place-based industry identity.

As affirmed by the record of votes of the members of your Committee on Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 2475, H.D. 1, and recommends that it pass Third Reading.

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



SCOT Z. MATSUMOSHI, Chair

