

Honolulu, Hawaii

MAR 24 , 2026

RE: S.B. No. 3248
S.D. 2
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 Economic Development & Technology, to which was referred S.B. No. 3248, S.D. 2, 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 'ōkolehao products.

Your Committee received testimony in support of this measure from the Department of Agriculture and Biosecurity; one member of the Hawai'i County Council; Hawai'i Farm Bureau; Ola Brew; and four individuals. Your Committee received testimony in opposition to this measure from Kahuna Okolehao and three individuals. Your Committee received comments on this measure from Kamehameha Schools.

Your Committee finds that 'ōkolehao is a traditional Hawaiian distilled spirit with deep historical and cultural significance. Your Committee further finds that over time the absence of clear standards and labeling protections has allowed the 'ōkolehao name to be misused, undermining the integrity and economic potential of the product. Clear standards are needed to protect consumers, support local agriculture, and preserve the cultural integrity of this traditional product. This measure addresses these concerns



by establishing labeling requirements to ensure that products marketed as 'ōkolehao are distilled from products primarily cultivated and harvested in Hawaii and bottled in Hawaii.

Your Committee has amended this measure by:

- (1) Changing the effective date to July 1, 3000, to encourage further discussion; and
- (2) Making technical, nonsubstantive amendments for the purposes of clarity, consistency, and style.

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

Respectfully submitted on
behalf of the members of the
Committee on Economic
Development & Technology,



GREGGOR ILAGAN, Chair



