

Honolulu, Hawaii
APR 06 , 2026

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

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 S.B. No. 3248, S.D. 2, 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 '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 Island Chamber of Commerce; Hawai'i Farm Bureau; Ola Brew; and three 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 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



'ōkolehao in statute will preserve its cultural integrity while supporting local agriculture and creating a stronger, place-based industry identity.

Your Committee has amended this measure by:

- (1) Specifying that of the kī used in the production of 'ōkolehao, at least:
 - (A) Beginning on the effective date of this measure, fifty-one percent;
 - (B) Beginning January 1, 2030, seventy-five percent; and
 - (C) Beginning January 1, 2035, one hundred percent, is grown in the State; 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 Consumer Protection & Commerce that is attached to this report, your Committee is in accord with the intent and purpose of S.B. No. 3248, S.D. 2, H.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, H.D. 2.

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


SCOT Z. MATAYOSHI, Chair



HSCR 1810-26

Record of Votes of the Committee on Consumer Protection & Commerce

Bill/Resolution No.: SB 3248 SD2 HD1	Committee Referral: ECD, CPC	Date: 4/1/26		
<input type="checkbox"/> The committee is reconsidering its previous decision on the measure.				
The recommendation is to: <input type="checkbox"/> Pass, unamended (as is) <input checked="" type="checkbox"/> Pass, with amendments (HD) <input type="checkbox"/> Hold <input type="checkbox"/> Pass short form bill with HD to recommit for future public hearing (recommit)				
CPC Members	Ayes	Ayes (WR)	Nays	Excused
1. MATAYOSHI, Scot Z. (C)	✓			
2. GRANDINETTI, Tina Nakada (VC)	✓			
3. CHUN, Cory M.	✓			
4. ILAGAN, Greggor	✓			
5. ICHIYAMA, Linda	✓			
6. IWAMOTO, Kim Coco	✓			
7. KONG, Sam Satoru	✓			
8. LOWEN, Nicole E.	✓			
9. MARTEN, Lisa	✓			
10. TAM, Adrian K.	✓			
11. PIERICK, Elijah	✓			
TOTAL (11)	11			
The recommendation is: <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted If joint referral, _____ did not support recommendation. <small>committee acronym(s)</small>				
Vice Chair's or designee's signature:				
Distribution: Original (White) – Committee Duplicate (Yellow) – Chief Clerk's Office Duplicate (Pink) – HMSO				