
A BILL FOR AN ACT

RELATING TO CONSUMER PROTECTION.

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

1 SECTION 1. Chapter 487, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:

4 "§487- Notifying consumer. (a) For the protection of
5 consumers, no person shall sell or offer to sell any baked goods
6 that have been previously frozen and are being offered for sale
7 in a thawed state, unless the person posts a sign or notice
8 within close proximity to the display of the baked goods that
9 notifies purchasers that it is a common practice to flash freeze
10 baked goods to preserve freshness. The sign or notice shall:

- 11 (1) Be entitled, "Baked Goods Previously Frozen";
12 (2) Include the words, "Previously Frozen and Thawed" and
13 be composed in all capital letters in bold print in a
14 minimum fourteen-point font size, except as provided
15 in paragraph (3); and
16 (3) List all baked good products that have been previously
17 frozen, using all capital letters in bold print in a
18 minimum ten-point font size; provided that all



1 suppliers and distributors of previously frozen baked
 2 goods for resale in the State shall provide their
 3 respective retailers with a listing that contains the
 4 name of a product and the name of the product's
 5 manufacturer for all baked good products supplied or
 6 distributed that have been previously frozen and
 7 thawed.

8 (b) No baked good product shall use the term "fresh" as
 9 part of the label or advertising to describe the product unless
 10 the baked good has been maintained in an unfrozen state at all
 11 times."

12 SECTION 2. New statutory material is underscored.

13 SECTION 3. This Act shall take effect on January 1, 2007.

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INTRODUCED BY:

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Report Title:

Consumer Protection; Baked Goods

Description:

Requires manufacturers to prominently identify in packing of bread whether the product was previously frozen and thawed prior to sale; identification to protect consumers.

