
A BILL FOR AN ACT

RELATING TO CONSUMER INFORMATION.

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

1 SECTION 1. Chapter 328, Hawaii Revised Statutes, is
2 amended by adding a new section to part III to be appropriately
3 designated and to read as follows:

4 "§328- **Fresh baked goods; advertising.** Baked goods
5 shall not be represented, advertised, labeled, or marketed using
6 the term "fresh" or "fresh bread" unless the baked goods have
7 never been frozen prior to retail sale to the consumer."

8 SECTION 2. Section 328-61, Hawaii Revised Statutes, is
9 amended to read as follows:

10 "**§328-61 Notifying consumer.** (a) No person shall sell or
11 offer to sell any uncooked thawed food which substantially
12 resembles the physical appearances of the fresh food without a
13 label, as hereinafter described, notifying the purchaser that
14 [~~such~~] the food had been frozen and then thawed out; provided
15 that this section shall not apply if the thawed foods are
16 processed by grinding or have been dehydrated before being
17 offered for retail sale.



1 (b) No grocer or wholesale club shall sell or offer to
2 sell any baked goods that have been previously frozen and are
3 being offered for sale in a thawed state, unless the grocer or
4 wholesale club posts a sign that:

5 (1) Identifies all of the baked good products sold in the
6 establishment that have been previously frozen;

7 (2) Is displayed within the establishment at the primary
8 location where the baked goods are sold; and

9 (3) Displays the words "previously frozen" in wording no
10 less than twenty-four point font and the names of the
11 products that were previously frozen in wording no
12 less than fourteen point font.

13 All suppliers of such products for resale in the State shall
14 provide their respective grocer or wholesale club with a listing
15 that identifies by name all previously frozen baked goods
16 provided by the supplier."

17 SECTION 3. Statutory material to be repealed is bracketed
18 and stricken. New statutory material is underscored.

19 SECTION 4. This Act shall take effect on July 1, 2050.



Report Title:

Baked Goods; Advertising; Signage

Description:

Requires grocers and wholesale clubs to identify baked goods that have been previously frozen. Effective July 1, 2050.
(SB1086 HD1)

The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.

