
A BILL FOR AN ACT

RELATING TO LIQUOR.

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

1 SECTION 1. Chapter 486, Hawaii Revised Statutes, is
2 amended by adding two new sections to part V to be appropriately
3 designated and to read as follows:
4 "§486- Beer; brand names. Where the geographical name
5 "Hawaii" or adjective "Hawaiian" is used, or any geographical
6 area within Hawaii is named by its formal name or used as an
7 adjective, or any Hawaiian word or statement, design, symbol, or
8 device appearing upon a label of a bottle of beer sold or
9 distributed in this State, whether or not in conjunction with
10 the name or adjective, that tends to create the impression that
11 the beer was produced in the place or region other than that of
12 actual production, the department may request the word "brand"
13 to be stated in direct conjunction with the geographical name or
14 adjective, Hawaiian word or statement, design, or device, in
15 lettering at least one-half the size of the lettering in which
16 the name or adjective appears on the label. If the department
17 finds that the addition of the word "brand" does not dispel the
18 impressions conveyed by the use of the geographical name or



1 adjective, Hawaiian word or statement, design, or device, the
2 department may request, in addition to the word "brand", the use
3 of other appropriate language that will convey the true place of
4 production.

5 §486- Beer; name and address of bottler. On labels of
6 bottled or canned beer sold or distributed in the State that
7 bear any Hawaiian brand name or adjective, Hawaiian word or
8 statement, design, or device, including locations within Hawaii
9 designated by name or adjectives, there may be the name of the
10 bottler and the place where the beer was bottled or canned. The
11 bottler's principal place of business may be shown in lieu of
12 the actual place where the beer was bottled or canned if the
13 address shown is a location where the bottling or canning takes
14 place. If the beer is canned or bottled for a person other than
15 the actual bottler there may be stated in addition to the name
16 and address of the bottler, but not in lieu thereof, the name
17 and address of the other person; provided that the name and
18 address of the other person is immediately preceded by the words
19 "bottled or canned for", "distributed by", or some other similar
20 phrase."



1 SECTION 2. This Act does not affect rights and duties that
2 matured, penalties that were incurred, and proceedings that were
3 begun before its effective date.

4 SECTION 3. If any provision of this Act, or the
5 application thereof to any person or circumstance, is held
6 invalid, the invalidity does not affect other provisions or
7 applications of the Act that can be given effect without the
8 invalid provision or application, and to this end the provisions
9 of this Act are severable.

10 SECTION 4. New statutory material is underscored.

11 SECTION 5. This Act shall take effect on July 1, 2112.



Report Title:

Intoxicating Liquor; Beer Labeling; Hawaii Products

Description:

Authorizes the department of agriculture to request the use of certain language on beer labels to convey the true place of production in cases where the labels tend to create the false impression that the beer was produced in Hawaii or a region of Hawaii. Authorizes the inclusion of the name of the bottler and place where the beer was bottled or canned on beer labels bearing any Hawaiian brand name or adjective, Hawaiian word or statement, design, or device for beer that is sold or distributed in the State. Effective July 1, 2112. (SD1)

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