A BILL FOR AN ACT

RELATING TO CONSUMER PROTECTION.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAI'I:

SECTION 1. The purpose of this Act is to ensure that customers are sufficiently aware of when an offer under a full-service restaurant franchisee's advertising campaign is not available in Hawaii by requiring full-service restaurant franchisees to disclose their non-participation in a national advertising campaign in which discounts or promotions are offered.

SECTION 2. Chapter 481B, Hawaii Revised Statutes, is amended by adding a new section to be appropriately designated and to read as follows:

"§481B- Full-service restaurant franchise; advertising campaigns; non-participation. (a) If a full-service restaurant franchisee does not participate in a national advertising campaign of the franchisor in which a discount or promotion is offered, the franchisee shall disclose its non-participation at its entrance or storefront with signage of a size sufficient to be clearly visible to the general public."
(b) For the purposes of this section, "full-service restaurant" means a sit-down eatery where food is served directly to the customer's table and payment is made after being served."

SECTION 3. New statutory material is underscored.

SECTION 4. This Act shall take effect on July 1, 2050.
Report Title:
Full-Service Restaurants; Non-Participation; Franchise Advertising Campaign

Description:
Requires full-service franchise restaurants to disclose their non-participation in national advertising campaigns that offer a promotion or discount with a sign at the entrance or storefront. (HB760 HD2)

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