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Testimony of the Department of Commerce and Consumer Affairs

**Before the
House Committee on Economic Development and Business
Wednesday, February 6, 2019
10:10 a.m.
State Capitol, Conference Room 309**

**On the following measure:
H.B. 760, RELATING TO CONSUMER PROTECTION**

Chair Takumi and Members of the Committee:

My name is Stephen Levins, and I am the Executive Director of the Department of Commerce and Consumer Affairs' (Department) Office of Consumer Protection. The Department supports this bill.

The purpose of this bill is to require full-service restaurants which do not offer discounts or promotions touted in national advertising campaigns to disclose their non-participation at the restaurants' entrance or storefront.

Customers of full-service restaurants who patronize a restaurant because of a national advertising campaign offering a discount on food or beverage may be misled if the offer is not available in Hawaii. Although national advertisements generally disclose geographic restrictions in television commercials, the disclosure often appears for an instant in tiny print. Due to this inadequate disclosure, patrons of full-service restaurants may be misled to believe that a national offer applies in Hawaii, when it does not.

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This measure will be beneficial to Hawaii consumers by informing them that a promotion does not apply, prior to their entering the restaurant, and will alleviate unnecessary misunderstanding between restaurants and patrons.

Thank you for the opportunity to testify on this bill.