
A BILL FOR AN ACT

RELATING TO CONSUMER PROTECTION.

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

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

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

11 "§481B- Full-service restaurant franchise; advertising
12 campaigns; non-participation. (a) If a full-service restaurant
13 franchisee does not participate in a national advertising
14 campaign of the franchisor in which a discount or promotion is
15 offered, the franchisee shall disclose its non-participation at
16 its entrance or storefront with signage of a size sufficient to
17 be clearly visible to the general public.




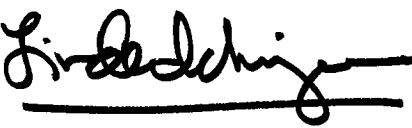
H.B. NO. 760

1 (b) For the purposes of this section, "full-service
2 restaurant" means a sit-down eatery where food is served
3 directly to the customer's table and payment is made after being
4 served."

5 SECTION 3. New statutory material is underscored.

6 SECTION 4. This Act shall take effect upon its approval.

7

INTRODUCED BY: 


JAN 22 2019



H.B. NO. 760

Report Title:

Full-Service Restaurants; Non-Participation

Description:

Requires full-service restaurants to disclose their non-participation in national advertising campaigns that offer a promotion or discount at its entrance or storefront.

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