



# **Hawaii Coffee Labeling Requirements**

**Jim Wayman  
Hawaii Coffee Company**





## **Hawaii Coffee Labeling Requirements**

486-120      Labeling or advertising roasted or instant coffee produced in whole or in part from Hawaii-grown green coffee beans **SHALL** meet the following requirements: **JW: Protected Origin names (Hawaiian, Oahu, Maui, Kauai, Molokai, Kona)**





## **Hawaii Coffee Labeling Requirements**

486-120

1. **For roasted or instant coffee containing 100% Hawaii-grown coffee** by weight
  - a. Geographic origin of Hawaii-grown coffee from only one geographic origin followed by the word "Coffee"; provided that the geographic origin **may be immediately preceded by "100%";** or

JW: Acceptable examples of 100% Hawaiian single origin coffee:

**Kauai Coffee**

**100% Kauai Coffee**



## **Hawaii Coffee Labeling Requirements**

486-120

1b. The coffee by weight of one of the Hawaii-grown coffees, used in coffee from several geographic origins, followed by the geographic origin of the weight-specified coffee and the terms “Coffee” and “All-Hawaiian”

JW: Acceptable example of mixed Hawaiian origins containing 100% Hawaiian origin coffee.

**100% Hawaiian**

**40% Kauai All Hawaiian**



## **Hawaii Coffee Labeling Requirements**

486-120

2. For blend of one or more Hawaii-grown roasted or instant Hawaii-grown and imported coffee, the percent by weight of one of the Hawaii-grown coffees used in the blend, followed by the geographic origin of the weight –specified coffee and the term “Coffee Blend”; and
3. Each word or character in the identity statement shall be of the same type size and **shall be contiguous.**



## **Hawaii Coffee Labeling Requirements**

486-120

4. Smallest letter of the identity statement on packages of 16 oz. or less net weight shall be at least one and one-half times the type size required under federal law or 3/16 inch in height whichever is smaller.
5. The smallest letter of the identity statement on packages of >16 oz. net weight shall be at least one and one-half times the type size required under federal law of the statement of net weight.



## **Hawaii Coffee Labeling Requirements**

486-120

6. The identity statement shall be conspicuously displayed without any intervening material in a position above the statement of net weight. May use upper and lower case letters interchangeably.

JW: Acceptable label for all Hawaiian coffees blended with non Hawaiian

**10% Kauai Coffee Blend** (Note: Font for 10% is the same size as the other type. Identity statement type must be the largest type on the package (excluding Logo). Type must be at least 3/16 of an inch tall.



## **Hawaii Coffee Labeling Requirements**

486-120

7. Listing of geographic origins of various Hawaii-grown coffees and other origin coffee not grown in Hawaii in a blend may be shown on the label. If used, the list must include the term “Contains” followed by in descending order of percent by weight of the various coffees in the blend. Each geographic or regional origin may be individually identified with the percent of coffee by weight. The type size shall not exceed half that of the identity statement.

**JW: Non Hawaiian coffee contents of the blend may be displayed on the package but it is not required.**





## **Hawaii Coffee Labeling Requirements**

### **486-120 Violations**

1. Use the term 100% of a geographic origin in the identity statement unless the coffee contains 100% coffee from that one geographic origin
2. Use a geographic origin in labeling or advertising in conjunction with a coffee style if the contains less than 10% coffee by weight from that geographic origin
3. Use a geographic origin in conjunction with a coffee style without disclosing the percent coffee used from that geographic origin
4. Use a geographic origin in conjunction with a coffee style if the roasted or instant coffee do not meet the grade standard requirements (i.e. Kona Prime or Hawaii No. 3)
5. Misrepresent the percent coffee from a geographic origin or regional origin.



## **Hawaii Coffee Labeling Requirements**

### **486-120 Violations**

6. Use "All Hawaiian" if the roasted or instant coffee is not produced entirely from green coffee produced in the defined geographic origin  
HB SD1 280 Changes in Red.
7. Use a geographic origin on the front label, other than in the trademark or in the identity statement unless 100% of the roasted or instant coffee is from that geographic origin. JW: **Kona Classic** example
8. Use more than one trademark on a package of roasted or instant coffee unless 100% of the coffee is from that geographic origin specified by the trademark
9. Use a trademark that begins with the name of geographic origin on a package unless 100% of the roasted or instant coffee comes from that geographic origin or the trademark ends with words that indicate a business entity.



## **Hawaii Coffee Labeling Requirements**

### **486-120 Violations**

10. Print the identity statement in a smaller font than that used for a trademark that includes the name of geographic origin in a location other than the front label of a package

Roasters, manufacturers or other persons who package roasted or instant coffee shall maintain records on the volume and geographic origin for 2 years on volume and geographic origin or regional coffees purchased, sold and any other records required by the HDOA.

