

EXAMPLES OF IDENTITY STATEMENTS FOR HAWAII-GROWN COFFEES

<u>IN COMPLIANCE</u>	<u>NOT IN COMPLIANCE</u>	<u>REMARKS (NONCOMPLIANCE)</u>
100% KONA COFFEE	100% Pure Kona Coffee	-- The word "pure" is intervening material and should be removed.
	100% Kona	-- The word "coffee" is required in the identity after "Kona".
	Kona Coffee 100%	-- The percentage must appear first.
KONA COFFEE	Kona	-- The word "coffee" is required in the identity after "Kona".
	Kona Peaberry Coffee	-- The word "peaberry" is intervening material and should be removed.
10% KONA COFFEE BLEND	10% Kona Blend Coffee	-- The required wording is "coffee blend" as in "10% Kona Coffee Blend".
	10% Kona Blend	-- The word "coffee" is required before "blend".
	10% Kona Coffee	-- The word "blend" is required after "coffee".
	10% Kona	-- The words "coffee blend" are required after "Kona".
	Kona Coffee Blend	-- The percentage of Kona coffee is required before "Kona".
	Kona Blend	-- The percentage of Kona coffee is required before "Kona" and the word "coffee" is required before "blend".
	Kona Coffee	-- The word "Kona" must be preceded by the percentage of Kona coffee and followed by the words "coffee blend". It is a violation to use the term "Kona coffee" to identify a Kona coffee blend since "Kona coffee" is the same as "100% Kona coffee".
MACADAMIA NUT 10% KONA COFFEE BLEND	10% Kona Macadamia Nut Coffee Blend	-- The words "macadamia nut" are intervening material and should be removed (but such words may appear above or below the required identity).
30% KONA COFFEE ALL HAWAIIAN	30% Kona Coffee	-- The words "All Hawaiian" are required after the word "coffee" (for 100% Hawaiian coffee consisting of coffees from various geographic origins within the State of Hawaii).