

EXAMPLES OF IDENTITY STATEMENTS FOR ROASTED HAWAII-GROWN COFFEES

Note: For 100% single source geographical origin beans, you only need a **single identity statement line**.

<u>In Compliance</u>	<u>NOT in Compliance</u>	<u>Remarks (non-compliance)</u>
100% KONA COFFEE	100% Pure Kona Coffee	"Pure" is intervening material
	100% Kona	"Coffee" is required in the identity after "Kona"
	Kona Coffee 100%	The percentage must appear first
KONA COFFEE	KONA	"Coffee" is required in the identity after "Kona"
	Kona Peaberry Coffee	"Peaberry" is intervening material

Note: For any **blend** with multiple origin beans, be they Hawaiian or foreign origin sourced, **a second identity statement line** shall list the bean origin location and weight % in decreasing weight % order for all beans used.

10% KONA COFFEE BLEND Contains: 90% foreign-grown Coffee	10% Kona Blend Coffee	* Note: All non-compliant blend examples are missing 2 nd identity statement line "Contains:" xx weight % geographic origin location "Coffee".
10% Kona Coffee Blend Contains: 50% Colombian, 40% Costa Rican	10% Kona Blend	"Coffee" is required before "Blend"
	10% Kona Coffee	"Blend" is required after "Coffee"
	10% Kona	"Coffee Blend" is required after "Kona"
	Kona Coffee Blend	Requires weight % before "Kona"
	Kona Blend	Missing weight % and term "Coffee"
	Kona Coffee	Missing weight %, the term "Coffee", and word phrasing order. Use of "Kona Coffee" Implies 100% Kona and not Blend.
MACADAMIA NUT 10% KONA COFFEE BLEND Contains: 90 % foreign-grown Coffee	10% Kona Macadamia Nut Coffee Blend	"Macadamia Nut" is intervening material, But such words may appear above the required Identity statement
51 % Kona Coffee ALL HAWAIIAN		"All Hawaiian" may only be used when 100% of the product was grown and processed in Hawaii
51% KONA COFFEE Contains: 49% other Hawaiian Coffee or Contains: 25% Kau, 24% Hamakua Coffee		For 100% Hawaii-grown coffee mixture not processed in Hawaii.