



March 15, 2016

Rules Committee
Los Angeles City Council
200 N. Spring Street
Los Angeles, CA 90012

RE: Support Resolution supporting ban on powdered alcohol in CA Council File 15-0002-S123

Att: Councilmember Herb J. Wesson, JR., Chair
Councilmember Jose Huizar
Councilmember Marqueece Harris-Dawson

Alcohol Justice is a respected alcohol industry watchdog that has been a leading alcohol research and advocacy institution for more than 27 years. For over two years Alcohol Justice has campaigned nationally for states to prohibit powdered alcohol.

We support the resolution council file 15-0002-S123 introduced by Councilmember Ryu intended to support state legislation banning powdered alcohol in California. Our City and County already suffers more than \$ 2.2 billion dollars in alcohol-related harm annually. We believe this new law will help safeguard public health and safety and reduce the threat of new alcohol-related harm in California.

The health and safety concerns that have been associated with powdered alcohol include: low cost; easy youth access; similar size and shape of packets to nonalcoholic children's drink packets; potential mixing with a small amount of water to make a very potent drink; mixing with other alcoholic beverages or energy drinks; concealment by underage drinkers attending events/locations where alcohol is prohibited; ingestion of the product by snorting or eating; easy theft; possible extreme flammability and more.

We enthusiastically support the passage of this resolution, as it would help define powdered alcohol in statute and prohibit the sale, distribution, manufacture, purchase, possession or use of powdered alcohol in California.

Attached is a list of current supporters of state legislation currently seeking a ban on Powdered alcohol.

Sincerely,

Bruce Lee Livingston
Executive Director / CEO

The following are organizations and cities and counties supporting the state bills SB 819 (Huff) and AB 1554 (Irwin) prohibiting the sale, production, distribution and consumption of powdered alcohol in California. The current list was acquired from the SB819 bill senate analysis, and the AB1554 fact sheet.

Eden Youth and Family Center
Health Officers Association of California
Institute of Public Strategies
Janus of Santa Cruz
Los Angeles County Sheriffs Department
Los Angeles Drug and Alcohol Policy Alliance
Lutheran Office of Public Policy California
McGeorge Legislative & Public Policy Clinic
Pueblo y Salud, Inc
Partnership for a Positive Pomona
Santa Barbara Fights Back Coalition
Saving Lives Coalition
Social Model Recovery System
The Wall Las Memorias Project
Techniques for Effective Alcohol Management
Ventura County Sheriff's Department
Youth Leadership Institute

California College and University
Police Chiefs Association
California Alcohol Policy Alliance
California Council on Alcohol Problems
California District Attorneys Association
California Friday Night Live Partnership
California State Sheriffs' Association
Children's Hospital Los Angeles
County Health Executives Association of California
County Behavioral Health Directors Association California

Cities and Counties

City and County of San Francisco Board of Supervisors
City of El Cajon
City of Hayward
Consumer Federation of California
Contra Costa County Board of Supervisors
Marin County Board of Supervisors
Placer County Board of Supervisors



California Alcohol Policy Alliance

SB 819 and AB 1554 Protect California's Youth: *Keep powdered alcohol out of the hands of youth*

Problems with powdered alcohol:

- Low cost and easy youth access
- Looks like a Kool-Aid container
- Mix with a small amount of water to make a single very potent drink
- Spiking with beer or alcopops for high alcohol content
- Sneak it into events and schools
- Snorting, vaping, smoking, or eating
- Easily stolen or hidden
- Highly flammable

SB 819 and AB 1554:

- Powdered alcohol is defined. (SB 819 only: It is neither alcoholic beverage nor a distilled spirit)
- An ABC license may not be issued to any applicant to authorize the manufacture, distribution, or retail sale of powdered alcohol.
- ABC shall revoke or suspend any license if the licensee or the agent or employee of the licensee manufactures, distributes, or offers for retail sale powdered alcohol.
- A person shall not possess, purchase, sell, offer for sale, manufacture, distribute or use powdered alcohol.

Penalties

- \$500 infraction fine for person who sells, offers for sale, manufactures, or distributes powdered alcohol.
- \$125 infraction fine for person who possesses, purchases, or uses powdered alcohol.

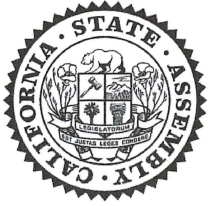
Senator Bob Huff says:

"Alcohol is already abused by underage kids and drinking responsibly is a challenge for many adults. Adding powdered alcohol to this potent mix is akin to squirting gasoline on a wildfire. This is a problem that California does not need."

Assembly Woman Jacqui Irwin says:

"Powdered alcohol is designed for and marketed to those who want to drink illegally. Powdered alcohol can be easily concealed, which will make it nearly impossible to control who is drinking and where. We must act now to prevent the public health and safety risks that powdered alcohol will create."





Assembly Bill 1554 (Irwin) Powdered Alcohol

SUMMARY

This bill would define powdered alcohol in statute as “alcohol that is prepared or sold in a powder or crystalline form for either direct use or reconstitution.” The bill would also prohibit the sale, distribution, manufacture, purchase, possession or use of powdered alcohol.

BACKGROUND

In March 2015, the U.S. Alcohol and Tobacco Tax and Trade Bureau (TTB) approved labels for a product called Palcohol that can be added to water to make an alcoholic beverage, allowing the product to be sold legally in the United States, unless otherwise prohibited.

Powdered alcohol is created through an encapsulation process in which alcohol is absorbed by a sugar derivative called Dextrin, which can hold 60% of its weight in alcohol.¹ Palcohol packets weigh about an ounce and if the consumer adds six ounces of water to the packet, as directed, the alcohol content will be “equal to a standard mixed drink.”²

Powdered distilled spirits are already taxed in California in the same manner and to the same extent as other distilled spirits in Title 18 of the California Code of Regulations, Article 6, Classification of Particular Beverages, Regulation 2557.³

As of January, 27 states have banned powdered alcohol. Alabama, Alaska, Connecticut, Georgia, Hawaii, Kansas, Illinois, Indiana, Louisiana, Maine, Nebraska, Nevada, New York, North Carolina, North Dakota, Ohio, Oregon, South Carolina, Tennessee, Utah, Vermont, Virginia and Washington statutorily prohibit the sale of powdered alcohol. Maryland and Minnesota have temporary one-year statutory bans. Colorado, Delaware, Michigan and New Mexico have included powdered alcohol in their statutory definitions of alcohol so that the product can be regulated under their existing alcohol statutes⁴.

NEED FOR THE BILL

According to the latest CDC data, more than 10,500⁵ people die in California annually from excessive alcohol use and in 2006 excessive alcohol use cost California nearly \$32 billion.⁶ Concerns have been raised that powdered alcohol would add to these numbers.⁷

Health and safety concerns that have been associated with powdered alcohol include: low cost; easy youth access to the packets; similar size and shape of packets to nonalcoholic children's drink packets; potential mixing with a small amount of water to make a single very potent drink; mixing powdered alcohol with beer or alcopops; mixing powdered alcohol with energy drinks or other youth-oriented products; concealment by underage drinkers attending events/locations where alcohol is prohibited;

¹[http://www.nabca.org/assets/Docs/Research/Studies/Powdered Alcohol Paper Dec 2014\(2\).pdf](http://www.nabca.org/assets/Docs/Research/Studies/Powdered_Alcohol_Paper_Dec_2014(2).pdf)

²<http://www.palcohol.com/f.a.q..html>

³<http://www.boe.ca.gov/lawguides/business/current/btlg/vol3/a/btr/abtr-all.html#2557>

⁴<http://www.ncsl.org/research/financial-services-and-commerce/powdered-alcohol-2015-legislation.aspx>

⁵http://nccd.cdc.gov/DPH_ARDI

⁶<http://www.cdc.gov/features/costsofdrinking/index.html>

⁷https://www.alcoholjustice.org/images/Letters/3-18-15_CA-Leg_Palcohol_Oppose_Ltr-FINAL2.pdf



Assembly Bill 1554 (Irwin) Powdered Alcohol

ingestion of the product by snorting or eating, and easy theft.

Powdered alcohol products manufactured in other countries, such as Subyou⁸ and Booz2Go⁹, have been marketed squarely at teenagers with slogans emphasizing how cheap and inconspicuous the powdered products are.

The original website of Palcohol boasted that powdered alcohol can be smuggled into concerts and sporting events, added to food, and even snorted to “get drunk almost instantly”¹⁰. The site has since been updated and Palcohol reports that they have added enough volume to the powder that snorting would no longer be effective¹¹.

SUPPORT

- Ventura County Sheriff’s Department
- Health Officers Association of California
- McGeorge Legislative & Public Policy Clinic
- California District Attorneys Association
- Santa Barbara Fights Back Coalition
- Los Angeles Drug and Alcohol Policy Alliance
- California Alcohol Policy Alliance (CAPA)
- Alcohol Justice
- California Council on Alcohol Problems
- San Francisco Board of Supervisors
- Ventura County Board of Supervisors
- Marin County Board of Supervisors

- Placer County Board of Supervisors
- County Behavioral Health Directors Association – California (CBHDA)
- Eden Youth and Family Center
- Institute for Public Strategies
- Children’s Hospital Los Angeles
- Saving Lives Coalition
- Partnership for a Positive Pomona
- Techniques for Effective Alcohol Management (TEAM)
- Social Model Recovery Systems

CONTACT

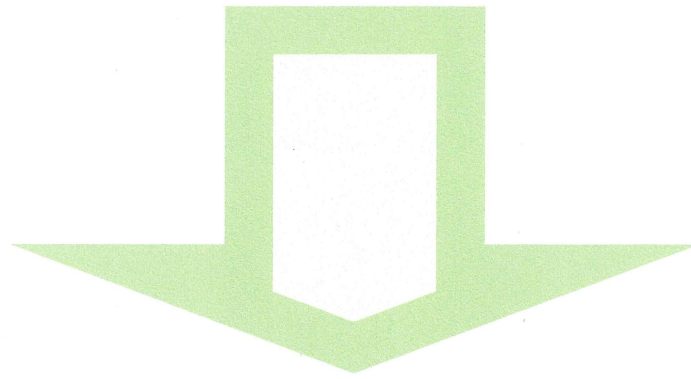
Kim Angulo
Office of Assemblymember Jacqui Irwin
Kim.Angulo@asm.ca.gov
(916) 319-2044

⁸ <http://www.dw.com/en/experts-warn-about-powdered-alcohol/a-1596657-1>

⁹ <http://www.reuters.com/article/2007/06/06/us-dutch-drink-odd-idUSPAR64994620070606>

¹⁰ <http://gawker.com/powdered-alcohol-coming-to-a-liquor-store-near-you-1565094422>

¹¹ <http://www.forbes.com/sites/alicegwalton/2015/03/13/powder-alcohol-palcohol-sounds-like-an-accident-waiting-to-happen/>



THE WESTSIDE IMPACT COALITION

A COMMON-SENSE COMMUNITY APPROACH TO ALCOHOL PROBLEMS ON THE WESTSIDE

February 19, 2016

Rules, Elections, Intergovernmental
Relations Committee
200 N. Spring Street
Los Angeles, CA 90012

Re: support City Council file resolution 15-0002-S123 which supports bills SB 819 and AB 1554 prohibiting powdered alcohol in California

Dear Councilmember Herb Wesson,
Councilmember José Huizar
Councilmember Marqueece Harris-Dawson

The Westside Impact Coalition is formally requesting your support for City Council file resolution 15-0002-S123 which supports state bills SB 819 and AB 1554 prohibiting the sale, distribution, consumption and production of powdered alcohol in California.

The Westside Impact Coalition is a group comprised of various community stakeholders, including parents, teachers, treatment professionals, pastors, school administrators and more, who collectively aim to mitigate alcohol-related harms in Santa Monica and Venice, California.

Powdered alcohol is perhaps the most dangerous, youth-attractive alcohol product allowed in the market. We cannot ignore the dangers the product poses to underage drinkers. If this product hits the California market, serious injuries, alcohol poisonings, and even deaths will result.

California already suffers more alcohol-related harm than any other state. It's time to prevent the sale of powdered and crystalline alcohol products in California before they become the next great threat to the health, well being and safety of our young people.

We ask that you support this important resolution.

Sincerely,

The Westside Impact Coalition



WESTSIDE IMPACT COALITION

STATE OFFICERS

Matilda Sakai, President
Madell Landrum, Vice-President
Leah Digman, Treasurer
Linda Hamby, Recording Secretary
Dorothy Crawford, Promotion Director

Office Manager

Robert P. Addleman, Ph.D.

"FOR GOD AND HOME AND EVERY LAND"



The Womans Christian Temperance
Union of Southern California

"The Battle Is Not Yours But God's"

Federal ID # 95-1385-773; State ID # 041-5034-8

STATE HEADQUARTERS
551 SO. KINGSLEY DR. L. A., CA 90020
(213) 383-5702 - wctusocal@sbcglobal.net
A NON-PROFIT CORPORATION

BOARD OF TRUSTEES

Terry L. Ingram, President
Matilda Sakai, Vice-President
Madell Landrum, 2nd Vice-President
Linda Hamby, Recording Secretary
Leah Digman, Treasurer
Leticia Petty, Promotion Director

Trustees at Large

Alice Peterson
Bobbie Walker
Diane Kerchner
Colleen Wilson

So. California White Ribbon
Robert P. Addleman, Ph.D.

February 15, 2016

Subject: L.A. City Resolution Supporting the ban on Powdered Alcohol

Councilmember David Ryu has introduced a resolution supporting the ban of powdered alcohol in California.

Passage of this resolution can greatly improve the chances of passing the state law.

The Southern California *Womans Christian Temperance Union* (WCTU) supports this resolution which will ban powdered alcohol in California.

Sincerely,

Matilda Sakai, President
WCTU of So. Calif.
551 So. Kingsley Dr.
Los Angeles, CA 90020
<wctusocal.com>
(213) 383-5702