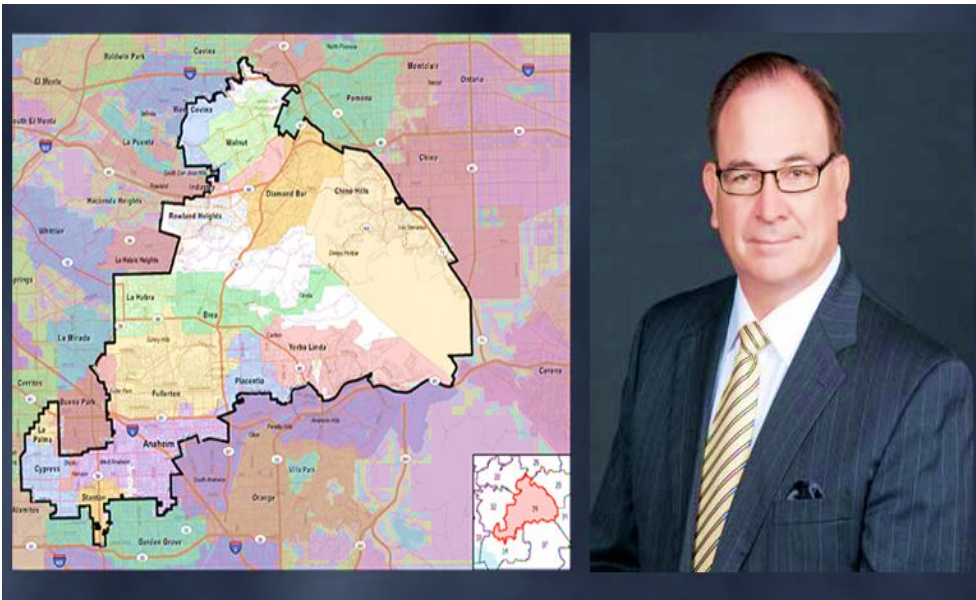




Powdered alcohol ban to become law in California

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A map of the 29th California State Senate District and photo of its representative, Bob Huff. Map and photo courtesy of California State Senator Bob Huff.

Legislation that bans the sale of powdered alcohol, or “Palcohol,” will become law in California on January 1, 2017, after receiving the Governor’s signature of approval. The Governor’s signature on SB 819, which was authored by Senator Bob Huff (R-San Dimas), makes California the 34th state to ban or restrict the sale of this dangerous product. SB 819 furthermore specifies that the CA Department of Alcoholic Beverage Control (ABC) shall revoke the license of any licensee who manufactures, distributes, or sells powdered alcohol in California.

Powdered alcohol is a freeze dried version of alcohol which comes in a small pouch and is the equivalent of a shot of alcohol. The crystallized formula becomes a cocktail once mixed with water. Although the product isn’t sold in stores yet, labeling was approved by the U.S. Alcohol and Tobacco Tax and Trade Bureau in 2014.

“My thanks to the Governor for signing my bill, and my colleagues in the Senate and Assembly who helped move this effort forward,” said Senator Huff. “I feel that California is a safer place knowing that this product will never reach store shelves. The sale of this product presented an array of potential health problems, especially for California’s youth.”

SB 819 earned the support of numerous organizations, including Alcohol Justice, 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, Los Angeles County Sheriff’s Department and the Los Angeles Drug and Alcohol Policy Alliance and the California College and University Police Chiefs Association.

According to a national advocacy group Alcohol Justice, California is the largest alcohol market in the U.S. and suffers the most alcohol-related harm. A 2013 study from the U.S. Centers for Disease Control found that the societal costs for binge drinking are higher in California than in any other state: \$32 billion for one year of excessive alcoholic consumption. Problems caused by binge drinking include lost work productivity, poor health, crime, automobile accidents, property damage and death.

“Banning powdered alcohol in California sends the right message to youth and young adults about responsible drinking,” said Senator Huff. “Youth binge drinking and alcohol related deaths are already at epidemic levels in California. We didn’t need to exacerbate this problem by allowing the sale of freeze-dried alcohol.”

SB 819 enjoyed bipartisan support in the State Legislature, which included the co-authorship of Senate President pro-Tem Kevin de León. Senator Huff also worked closely with Assemblymember Jacqui Irwin (D-Thousand Oaks) on a companion measure that had been introduced in the Assembly, AB 1554. Assemblymember Irwin was also a principal coauthor of SB 819.

This article was released by the [Office of Senator Bob Huff](#).