



# Powdered Alcohol Ban Moves One Step Closer to Law in CA

## Huff Measure Passes off Senate Floor with Unanimous Support- Moves to Assembly

Monday, April 18, 2016

Legislation that would ban powdered alcohol, or “Palcohol,” in California passed off the Senate Floor with unanimous support today and will now move to the State Assembly for further consideration. **SB 819**, authored by Senator Bob Huff (*R-San Dimas*), would make California the 30<sup>th</sup> state to ban or restrict the sale of this dangerous product.

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 my Senate colleagues who voted to move the bill out of the Senate and I’m hopeful for similar support when the bill is taken up in the State Assembly,” said Senator Huff. “This product must not be allowed to reach store shelves. It presents an array of potential health problems as it can be snorted, added to energy drinks, slipped to unknowing recipients, or even added to beverages already containing alcohol in an attempt to create a dangerously potent concoction.”

**SB 819** has 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.

“Permitting the sale of powdered alcohol in California sends the wrong message to youth and young adults about responsible drinking, said Senator Huff.”

Senator Huff is pleased the issue has achieved bipartisan support, including the co-authorship of Senate President pro-Tem Kevin de León. Huff is also working closely with Assemblymember Jacqui Irwin (*D-Thousand Oaks*) on a companion measure that has been introduced in the Assembly, AB 1554. Assemblymember Irwin is also a principal coauthor of **SB 819**.

## **Capitol**

State Capitol, Room 4090  
Sacramento, CA 95814  
**Phone:** 916.651.4029  
**Fax:** 916.651.4929

## **Brea**

1800 E. Lambert Road, Suite 150  
Brea, CA 92821  
**Phone:** 714.671.9474  
**Fax:** 714.671.9750

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