



## Michigan Alcohol Policy Promoting Health & Safety

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### “Palcohol” or Powdered Alcohol (Press Conference – TODAY – Room CAP 405, Noon)

The origins of powdered alcohol can be traced to the 19<sup>th</sup> century. Patents have been issued over the years to a half dozen individuals or companies. These products did not meet with much commercial success. The name ‘powdered alcohol’ is somewhat misleading and some reports that have come out have been inaccurate. The powdered substance is not freeze-dried and is not always in a powdered form per se. Alcohol is absorbed by a sugar derivative and through the encapsulation process, capsules of powdered alcohol are created. The sugar derivative used, dextrin, can hold 60 percent of its own weight in alcohol.<sup>1</sup>

Palcohol was created by Mark Phillips and is owned by Lipsmark, Inc. As it is currently planned to be packaged and sold, adding 6 ounces of water to one ounce of powder in a pouch will make one drink. There are currently five flavors: Cosmopolitan, Powderita (tastes just like a margarita), Lemon Drop, vodka, and rum. The caloric content for just the powder is about 80 calories per bag. The alcoholic content is equivalent to one drink. It will be sold in the U.S. and abroad (where not banned) and on the internet starting this summer, 2015.

The health risks associated with the use of this product are mostly due to its potential for concealment:

- Palcohol may be carried into venues where alcohol is not allowed (e.g., concerts, meetings, programs, movies, athletic events, etc.). This happens sometimes with liquid alcohol but would be much easier with Palcohol.
- Palcohol may be carried into venues where alcohol is allowed (e.g., athletic events, movies, bars, restaurants, etc.) but regulated by the licensee. It makes it much more difficult for servers to monitor for over consumption if people are able to consume alcohol out of their pocket. It also potentially reduces profits from legal sales.
- There is a risk of Palcohol being added to people’s beverages without their knowledge, increasing the beverage alcohol content above safe levels.
- Palcohol might also be added to other consumables with or without peoples’ knowledge thereby increasing health risks.

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<sup>1</sup> NABCA (National Alcohol Beverage Control Association) RESEARCH, “Powdered Alcohol: An Encapsulation,” 2015

- Palcohol invites experimentation, especially by the young. It is something new that does not have a history of use by responsible adults. It will be illegal to purchase in the U.S. by those under 21 but we have not yet seen the controls in place for internet purchase.
- The creator of Palcohol developed it for use by people who bike, canoe, hike and camp who would prefer not to transport liquid alcohol. Many will argue that water is best for re-hydrating the body after physical exercise, not alcohol. It remains to be seen what the negative effects will be.

Alaska, Louisiana, Maryland, South Carolina, Vermont, and Virginia have already banned powdered alcohol. Twenty-three other states are moving to ban this product including Michigan. Representative Scott Dianda has introduced House Bill 4416. He is joined in sponsorship by Representatives

Brian Banks,  
Mike Callton,  
John Chirkun,  
Kathy Crawford,  
Fred Durhal III,  
Sherry Gay-Dagnogo,  
Holly Hughes,  
Bradford Jacobsen,  
Marilyn Lane,  
David Maturen,  
Jeremy Moss,  
Rose Mary Robinson,  
Jason Sheppard,  
Jim Tedder,  
Ken Yonker,

Winnie Brinks,  
Ed Canfield,  
Paul Clemente  
George Darany,  
Pam Faris,  
Kurt Heise,  
Brandt Iden,  
Nancy Jenkins,  
Andrea LaFontaine,  
Michael McCready,  
Phil Phelps,  
David Rutledge,  
Sam Singh,  
Michael Webber,  
Adam Zemke.

Charles Brunner,  
Stephanie Chang,  
Tom Cochran,  
Brandon Dillon,  
Tim Greimel,  
Marcia Hovey-Wright,  
Jeff Irwin,  
Robert Kosowski,  
Bill LaVoy,  
Derek Miller,  
Julie Plawecki,  
Andy Schor,  
Charles Smiley,  
Henry Yanez,

In the Senate, Senator Rick Jones has introduced Senate Bill 0240. He is joined by Senators

Jim Ananich,  
Judy K. Emmons,  
Curtis Hertel Jr.,  
Ken Horn,  
Mike Kowall,  
Mike Nofs,  
David B. Robertson,  
Virgil K. Smith,

Steven M. Bieda,  
Mike Green,  
Dave Hildenbrand,  
Joe Hune,  
Peter MacGregor,  
Phil Pavlov,  
Tory Rocca,  
Rebekah Warren.

Jack Brandenburg,  
Geoff Hansen,  
Morris W. Hood III,  
Marty Knollenberg,  
Jim Marleau,  
John Proos,  
Tonya Schuitmaker,

Michigan Alcohol Policy Promoting Health and Safety appreciates the above lawmakers' support of this legislation.