



Department of Liquor Control

Report to the General Assembly on

Act 202 (S299) Section 6 of 2014

Regarding the Risks Associated

With Powdered Alcohol Products

January 15, 2015



January 15, 2015

House Committee on General, Housing and Military Affairs
Senate Committee on Economic Development, Housing and General Affairs
Senate Committee on Judiciary,
House Committee on Judiciary.

Pursuant to Section 6 of Act No. 202 (S299), there is enclosed our Department's Report Regarding the Risks Associated with Powdered Alcohol.

Sincerely,

A handwritten signature in black ink that reads "Michael J. Hogan". The signature is written in a cursive, flowing style.

Michael J. Hogan
Commissioner of Liquor Control



Section 6 of Act 202 (S.299) of the 2014 Legislative Session

Legislative Report Due: 1/15/2015

Sec. 6. DEPARTMENT OF LIQUOR CONTROL REPORT

On or before January 15, 2015, the Commissioner of Liquor Control, in consultation with the Department of Health, shall submit a report to the Senate Committee on Economic Development, Housing and General Affairs, the House Committee on General, Housing and Military Affairs, the Senate Committee on Judiciary, and the House Committee on Judiciary regarding the risks associated with powdered alcohol products.

Sec. 7. 7 V.S.A. § 69 is added to read:

§ 69. POWDERED ALCOHOL PRODUCTS

(a) A person knowingly and unlawfully possessing a powdered alcohol product shall be fined not more than \$500.00.

(b) A person knowingly and unlawfully selling a powdered alcohol product shall be imprisoned not more than two years or fined not more than \$10,000.00, or both.

(c) As used in this section, “powdered alcohol product” means any alcoholic powder that can be added to water or food.

Sec. 8. EFFECTIVE DATE

This act shall take effect on passage.

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Executive Summary

The Legislature has asked the Commissioner of Liquor Control to submit a report (Act 202-S199 Section 6) to various committees on the risks associated with powdered alcohol products.

On April 8, 2014 the United States Alcohol and Tobacco Tax and Trade Bureau (TTB), part of the Department of the Treasury, approved seven labels for a product called Palcohol, a combination of the words powdered and alcohol. Less than two weeks later, TTB stated that the label approvals were issued in error. The Palcohol manufacturer surrendered the labels in response.

From all over the country the ramifications of this product have come to the forefront and made news headlines regarding public health and safety concerns.

The Department consulted with John Searles, Substance Abuse Research and Policy Analyst with the Department of Health. They pointed out that that this type of product was unsuitable for a number of reasons: 1) In its powdered form it has the potential for other routes of administration with potentially harmful consequences, 2) Vehicle for misuse as it can be easily hidden and used in inappropriate venues, 3) Potential for misuse for those under 21 because of its light weight, and ease of concealment.

Some interesting information from Jane Binakonsky- Postdoctoral Fellow at Johns Hopkins University:

The United States is on the verge of having powdered alcohol – in packets like Kool-aid but with the punch of a rum or vodka cocktail – on sale across the country. After much confusion, Palcohol, which has seven flavors including Cosmopolitan and “Powderita” is on hold over problems with its labeling.

What we do know is that powdered alcohol will probably be particularly appealing to young people, judging from their demonstrated preference for flavored alcohol (take alcopops for example), and alcoholic jello. Many adults never imagined that alcoholic jello would take off among youth, but we know from recent research that these are not only popular, but also most popular among the kids who drink the most. Powdered alcohol is also easily concealable, which will make it more feasible for people who are underage to get hold of, travel with and consume, in both liquid and food form.

The manufacturers have said they only promote responsible drinking, including asking people to make sure they find out whether they can take the product into venues. But we know very little about this new vehicle of alcohol delivery: is it easily detectable when added to other drinks? Could it be used as another form of stealth intoxication in a manner similar to other drugs used to facilitate sexual assaults, for example? If the company suggests adding it to food but say it doesn't affect taste, does this up the chances of some unsuspecting person consuming it?

The new, the cool, the tongue-in-cheek all appeal to younger people. Alcoholic powder would likely attract a similarly youthful and risk-taking customer base as did alcoholic jello, and the result might just be more drinking, more addiction, injuries and other adverse consequences to the drinkers as well as the people around them.

I have tried to cover the following areas of interest to shed some light on this product and the potential risks associated with its use in Vermont.

- What are the risks?
- States Responses to date on Powdered Alcohol
- History of Powdered Alcohol & some Science.
- Vermont Department of Health's Concerns
- Print articles on Powdered Alcohol
- National Alcohol Beverage Control Association Report on Powdered Alcohol

Conclusion: Powdered Alcohol is a dangerous product and should be permanently banned from being sold in Vermont. Many states have addressed this issue and banned its use and similar products of this type. Its potential for misuse for those under the age of 21 is a key concern for those of us in the regulatory community. Powdered alcohol creates public health and safety concerns as it turns a non-alcoholic liquid into an alcoholic beverage. The current law addresses unlawful possession and sale of powdered alcohol products. That language is sufficient to keep it out of Vermont.

Powdered Alcohol

What are the risks?

- Child access
- Snorting
- Using in foods, combined with other alcohol-infused products
- Overuse: multiple packets together
- Combining with liquid spirits instead of water
- Combining with energy drinks

State Responses to Powdered Alcohol

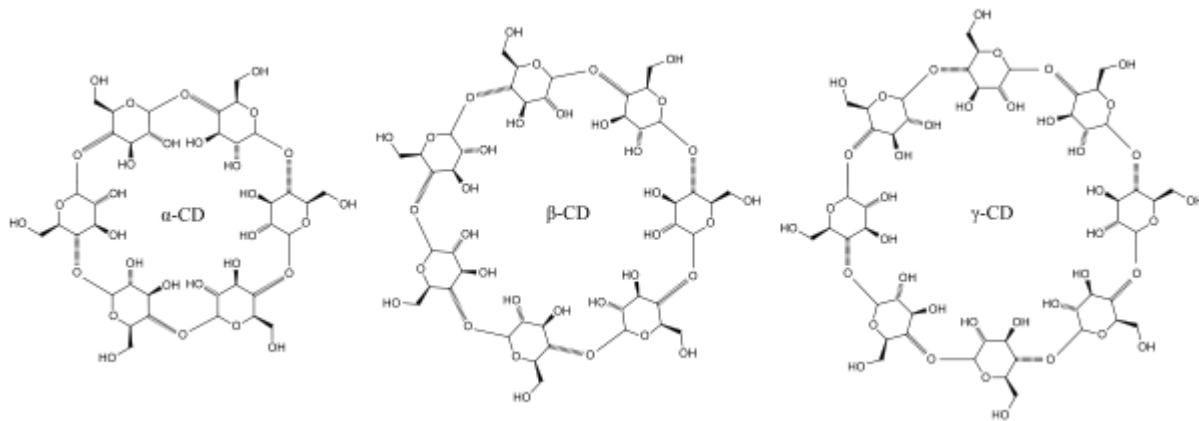
- 1978: California adopts regulation on “powdered distilled spirits”
 - Regulated and taxed as any distilled spirit with volume calculated in wine gallons
- 2014: Vermont and South Carolina pass bans on the sale and possession of powdered alcohol
- 2014: Michigan and New York are considering similar bans
- 2014 Utah and Wisconsin considering bans.

History of Powdered Alcohol

- 1964: Harold Bode of the Sugar Research Foundation submits a patent application for an “alcoholic dry beverage powder”
- Early 1970s: Japanese company Sato Foods Industries begins to sell alcoholic capsules as a food additive
- 1974: General Foods filed a patent for an “alcohol-containing dextrin powder” with the hope of using it both in food and as “a high ethanol-containing powder which can be used as a base for alcoholic beverages.”
 - This product never came to market
- 2005: German product called Subyou entered the marketplace first online, then in stores
 - Product contained 4.8% dried alcohol, or 1.5 drinks
 - Early success did not last, the company went out of business
- 2007: Dutch students developed Booz2Go as part of a school project
 - The Netherlands Ministry of Health, Welfare and Sport said there was no border to bringing the product to consumers
 - Booz2Go is not available to buy as of today
- 2010: Pulver Spirits asks TTB for approval on an alcoholic powder but decides not to proceed due to “regulatory hurdles”.

- 2014: Lipsmark, manufacturer of Palcohol was approved on April 8. The company withdrew its application due to a mistake on the label. It will resubmit its application to TTB and wait for approval.

How they do this scientifically?



- Alcohol is absorbed by a sugar derivative (dextrin)
- Through the encapsulation process, capsules of powdered alcohol are created
- Dextrin can hold 60% of their own weight in alcohol
- The capsule can become a liquid alcoholic product in water but also may be taken in capsule form orally as you would medication
- According to food research and flavor design company Bompas & Parr, the scientific process is similar to creating longer flavor release in chewing gum

NABCA Research- Powdered Alcohol: An Encapsulation

On April 8, 2014 the United States Alcohol and Tobacco Tax and Trade Bureau (TTB) approved seven labels for a product called Palcohol, a combination of the words powdered and alcohol. Less than two weeks later, TTB stated that the label approvals were issued in error. The Palcohol manufacturer surrendered the labels in response. From Washington to the states, the ramifications of this product have come to the forefront and made news headlines regarding public health and safety concerns. There is no return to anonymity for powdered alcohol.

What is Powdered Alcohol?

The name ‘powdered alcohol’ is somewhat misleading and some reports that have come out regarding the product 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 derivate used, dextrin, can hold 60 percent of its own weight in alcohol.

The capsule of powdered alcohol created can be put into water to make a liquid alcoholic beverage but may also be taken orally as a pill. According to food research and flavor design company Bompas & Parr the scientific process is similar to creating longer flavor release in chewing gum.

Background and History

The origins of powdered alcohol can be traced to the 19th century. In 1877, William Clotwoethy was issued a patent for an “improvement in flavoring-powders” to be used in “foods and luxuries of the table.” That patent was referenced in a filing made in 1964 by Harold Bode of the Sugar Research Foundation for an “alcoholic dry beverage powder” to be used in “novel food products.” Bode’s patent states a methodology similar to modern powdered alcohol, by the use of

dextrin or carbohydrates. This patent was finally approved in 1969. In the early 1970's, Japanese company Sato Foods began to sell alcoholic capsules as a food additive. Up to this point, the concept of powdered alcohol was geared toward the food industry and had not yet emerged as a method to creating alcoholic beverages.

In 1976, General Foods was granted a patent for an "alcohol-containing dextrin powder" with the hope of using it both in food and as "a high ethanol-containing powder which can be used as a base for alcoholic beverages." The patent application included examples of tests done with powder combined with different temperatures and amounts of water to see the reactions. Despite receiving approval, this product was never used.

It was during this period that California became the first state to regulate powdered alcohol. Regulation 2557 went into effect in 1978 and pertains to "powdered distilled spirits." It created rules on trade practices, and the conversion of powdered alcohol weight to volume as measured in wine gallons.

Recent Trends: Foreign and Domestic

Buzz about powdered alcohol lay low for decades until 2005 when a German company began selling a product online and later at stores called Subyou. This product had 4.8% alcohol by volume and was geared specifically to teen drinkers according to media reports. Despite early success, Subyou has virtually disappeared with its website down. In 2007, Dutch students developed a product known as Booz2Go. It was reported they were looking for a manufacturer but to date, this creation has not been in the marketplace. Pulver Spirits asked TTB for approval on an alcoholic powder but decided not to proceed due to "regulatory hurdles" in 2010.

The Palcohol approval started a wave of concern among lawmakers at every level of government. United States Senator Charles Schumer called on the FDA to investigate Palcohol.

When they would not investigate, Senator Schumer announced he would introduce legislation to ban the product.

Congress and federal agencies may not respond to the concerns about powdered alcohol but states have already stepped in to remove the product from shelves. Vermont and South Carolina have already enacted laws to ban the sale and possession of powdered alcohol products. Legislators and regulators in Michigan, New York, Minnesota, Ohio, and Idaho are also considering steps to take to ban or limit powdered alcohol.

Risks

Even used in the correct way, powdered alcohol creates public health and safety concerns as it turns a non-alcoholic liquid into an alcoholic beverage. With a new and seemingly simple way to consume alcohol, it would follow a variety of new risks associated with the product and its impact on health and safety could arise.

The encapsulating process does not prevent a consumer from removing the powder from the capsule and using that in manners for which the product was not designed to be used. This would include snorting it as well as using it in foods and combining it with other alcohol-infused products such as alcoholic whipped cream. The Palcohol website addresses the potential for snorting by stating that it is “painful to snort” and “impractical” due to the length it would take to snort vs. putting it into a liquid for use.

The easy concealment of powdered alcohol and its potential use by someone on an unsuspecting victim may also occur. This is an issue that Senator Schumer raised as part of his objections to the project receiving government approval. Law enforcement has also expressed serious concerns regarding this issue. Not only are there public health and safety consequences to this, but also economic ones for restaurants and bars.

In addition to misuse, the potential for overuse of the product exists. Palcohol had seven different flavors initially approved by TTB. There would be nothing to stop a consumer from combining several different flavors together. A consumer could also combine one or more of these flavors with something other than water, such as a liquid spirit or energy drink. There is no scientific evidence on how potent the alcoholic beverage created would be so it is not possible to compare the consequences of this product to alcoholic beverages already in the marketplace.

Further, powdered alcohol could reach one particular group and cause perhaps the most dangerous repercussions: people under the age of twenty-one including young children. A major concern is easier access to powdered alcohol versus liquor or marijuana. South Carolina State Senator Larry Martin noted when introducing legislation to ban the product, “If we don’t act, literally alcohol could be sold to children and that’s not acceptable.”

Conclusion

The history of powdered alcohol may date back to the American Reconstruction period, but at no point has this product been at the center of more scrutiny. Proponents will say the convenience outweighs the consequences and it is no more dangerous than regular alcohol. Opponents continue to assert that the health and safety issues related to powdered alcohol have not been addressed in a satisfactory manner and it is far more dangerous than liquid spirits. While the future of this controversial product is unclear, it is certain that the actions of TTB have put powdered alcohol into the spotlight from its shadowy past and there is no turning back.

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Department of Health Comments on S299

ADAP would like to point out that this product is unsuitable for Vermonters for a number of reasons:

1. To the best of our knowledge the National Institutes of Health have funded no projects that examine the consequences of use, heavy use, or misuse of this product. Furthermore, no safety profile has been published or developed.
2. Since it comes in powdered form it has the potential for other routes of administration (e.g., nasally inhaled, sprinkled on food products) with potentially harmful consequences
3. Powdered alcohol is a vehicle for misuse because it could be easily hidden and used in inappropriate venues (e.g., places and events that are promoted as alcohol free). While we are aware that there are other means of bringing alcohol to such places and events, this form of alcohol appears particularly pernicious and appealing to young people. In fact, the “Palcohol” website extols as a virtue its lightness (each packet weighs 1 ounce) compared to liquid alcohol.
4. The potential for misuse among those under 21 is unknown but appears at face value to be substantial because of its light weight, ease of concealment, ease of use (just add water), and parental unfamiliarity of the product. We note that a video featuring the inventor of the product sipping the drink through a straw out of the pouch it is packaged in and the resemblance to juice products packaged similarly.

For all the reasons listed above ADAP joins your recommendation that this product not be listed for sale in Vermont.

John

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Conclusion:

On April 8, 2014 the United States Alcohol and Tobacco Tax and Trade Bureau (TTB), part of the Department of the Treasury, approved labels for a product called Palcohol, a combination of the words powdered and alcohol. Less than two weeks later, TTB stated that the label approvals were issued in error. The Palcohol manufacturer surrendered the labels in response.

From all over the country the ramifications of this product have come to the forefront and made news headlines regarding public health and safety concerns. Many states have taken steps to ban the product. Other state legislatures are considering a ban as they convene this year.

The Department of Health pointed out that that this type of product was unsuitable for a number of reasons: 1) In its powdered form it has the potential for other routes of administration with potentially harmful consequences, 2) Vehicle for misuse as it can be easily hidden and used in inappropriate venues, 3) Potential for misuse for those under 21 because of its light weight, and ease of concealment.

Powdered alcohol creates public health and safety concerns as it turns a non-alcoholic liquid into an alcoholic beverage. This type of product is not good for the public health and welfare of our state. The Legislature did the right thing when it banned the product in 2014. The current law (Act 202-S299) addresses unlawful possession and sale of powdered alcohol products. That language is sufficient to keep it out of Vermont.



Michael J. Hogan
Commissioner of Liquor Control
January 15, 2015

Appendix 1: Other state actions taken on powdered alcohol:

OH: Ban Considered On Powdered Alcohol In Ohio

[Hudson Hub Times](#)

By Marc Kovac, RPC Capital Bureau
November 13, 2014

Columbus — The Ohio House began hearings Nov. 12 on legislation that would ban the sale of powdered alcohol in the state.

HB 594 is a preemptive strike against the crystalline product, should the FDA authorize its sale.

“This is a new and untested substance in the marketplace,” Rep. Ronald Gerberry (D-Austintown), the primary sponsor of the bill, told the Ohio House’s Policy and Legislative Oversight Committee. “It would be best for Ohio to allow this product to have experience in the marketplace elsewhere so that we know what the potential harm to individuals who use this substance may be.”

The short bill defines “powdered or crystalline alcohol” as “a product that is manufactured in powdered or crystalline form and that contains any amount of alcohol.”

Powdered alcohol is added to water to create an alcoholic beverage.

Alaska has already banned such products, and other states are considering comparable prohibitions.

SC senate proposal would ban powdered alcohol

[The State](#)

By Jamie Self

December 10, 2014

COLUMBIA — Powdered alcohol would be banned from S.C. shelves - even if the federal government eventually OKs its sale - if a bill filed Wednesday in the state Senate becomes law.

Another bill filed Wednesday, before the January start of the two-year legislative session, would give the governor a say in picking S.C. judges. Now, that power belongs exclusively to a panel appointed by the the most powerful lawmakers in the S.C. House and Senate.

Both proposals were filed by state Sen. Larry Martin, R-Pickens, chairman of the Senate Judiciary Committee.

One proposal would extend an existing, but temporary, state ban on powdered alcohol that becomes an alcoholic beverage when liquid is added.

The makers of one powdered-alcohol product — called Palcohol — are seeking federal approval to sell it, hoping to have clearance by the spring of 2015, according to the website of Lipsmark, the product's parent company.

S.C. lawmakers passed a one-year ban on powdered alcohol earlier this year. That ban expires in June.

Martin said his bill also would add powdered alcohol to a list of alcohol products governed by state law. If Palcohol or similar products get federal approval to be sold, they would be subject to state regulation and taxes if the state ban is lifted or overturned.

Martin said that regulation would ensure the product is being marketed safely - and not toward youth.

"My primary aim is not to tax it," he said. "My primary aim is to keep it out of the hands of children buying it at the local 7-Eleven store."

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UT: Utah lawmaker seeks to ban Arizona company's powdered alcohol

[KTAR News](#)

By Associated Press

December 29, 2014

SALT LAKE CITY (AP) -- A state lawmaker wants to make Utah the latest state to ban the sale of powdered alcohol before the product has a chance to win approval from a federal agency and possibly make its way to Utah liquor stores.

Powdered alcohol, an ounce of rum or vodka designed to be mixed with water or other nonalcoholic liquids, is touted as a lightweight way to mix drinks while traveling or backpacking.

Six states have already banned the product, according to the National Conference of State Legislatures. Several others, including Colorado, are considering bans.

Lipsmark LLC, the Tempe, Arizona-based company that owns Palcohol, says it's not expected to be in U.S. stores until spring. The product still needs a labeling approval from the federal Alcohol and Tobacco Tax and Trade Bureau.

"We're simply trying to get ahead of the curve," said Utah state Rep. Steve Eliason, a Sandy Republican who plans to run a bill banning the product during the upcoming legislative session.

Eliason said the product would be difficult to track because it's much more discreet than traditional liquid alcohol and could be combined with food.

Trying to control it and keep it out of the hands of kids would be "just a regulatory nightmare," Eliason said.

Lipsmark said no one with the company was available to talk on the phone to The Associated Press, but in an emailed statement, Palcohol creator Mark Phillips said a state ban is irresponsible because it will create a black market for the product.

"We know from experience that Prohibition doesn't work," Phillips said. "So the responsible action by a legislature should be to regulate it to keep it out of the hands of underage drinkers."

The product would be sold in liquor stores, and purchasers would need to show identification, Phillips said.

Eliason and others say they're concerned people may also try to snort the powder, which the company says would be painful and impractical, taking much longer to inhale a full packet than it would to mix it and drink.

The company plans to release the powder in two forms: one to be consumed, and another for industrial uses such as a fuel source.



-----NY: Powdered Alcohol Ban Passes New York State Senate

[Complex City Guide](#)

By Julian Kimble

June 17, 2014

New Yorkers will never get to experience powdered alcohol, as the New York State Senate passed legislation last week to ban its sale. Lawmakers who previously spoke out about the substance got their way.

The bill, which Senator Joseph Griffo sponsored, brought a swift end to Palcohol in New York. Griffo cited a series of concerns as his justification:

Powdered alcohol can be transported very easily and can be hidden in a pocket, making it more portable than a bottle or flask of liquor. There are very serious concerns about the illegal use of powdered alcohol by young people, possibly even bringing it into schools or other events and locations that prohibit alcohol consumption. There could also be dangerous health risks from snorting this product to get alcohol directly to the brain. It could even be sprinkled onto someone's food or in their drink without the other person's knowledge.

Though the FDA initially approved it, the agency soon changed its mind. Whatever the FDA ultimately decides to do, Palcohol will remain banned in not only New York, but also South Carolina, Vermont and Alaska. Oh well.

Wisconsin: Potential ban on powdered alcohol in Wisconsin, pending federal approval

Source: Badger Herald
November 13, 2014

A ban may be placed on powdered alcohol in Wisconsin, a new product that is awaiting federal approval.

In June, Sen. Tim Carpenter, D-Milwaukee, said he would immediately propose a ban on the substance should it become available. In a statement, Carpenter said he believed the potential for abuse of the product is "simply unacceptable."

Carpenter said that powdered alcohol is just another attempt to irresponsibly market alcohol to young people, similar to "alcohol-laced" energy drinks.

"It took several tragic deaths before the sale of alcohol-laced energy drinks were pulled off the market," Carpenter said. "I don't think we need to wait for a similar tragedy."

Alcohol powder produces an alcoholic drink when mixed with water. The powder can also be snorted or sprinkled on food and creates the same effect of a full cocktail. Similar products are already being sold in Germany and the Netherlands.

In the United States, Lipsmark LLC is the current owner of Palcohol, which is the powdered alcohol product currently being considered at the federal level.

The company is still waiting for approval from the federal Alcohol and Tobacco Tax and Trade Bureau to market the product. Initially, the product was federally approved in April, but that decision was quickly rescinded. According to their website, Palcohol is expected to be available by spring 2015.

If the substance is approved, it will be produced in two forms: a

Appendix 2: Other articles on powdered alcohol:

How the Heck Do You Make Powdered Alcohol?

Source: TIME
Alexandra Sifferlin
April 22, 2014

It looks like powdered alcohol is no longer approved, but we're still wondering how it's made.

The Internet was in a tizzy yesterday over what appeared to be the approval of powdered alcohol, which had the potential to be added to water or food, or snorted.

But if it sounds too ridiculous to be true, it probably is—for now. The labels for the powdered alcohol, branded "Palcohol," were approved in error, and the product's label approval was rescinded yesterday by the Alcohol and Tobacco Tax and Trade Bureau (TTB). The company that makes Palcohol, Lipsmark, had this to say on its site: "We have been in touch with the TTB and there seemed to be a discrepancy on how much powder is in the bag. There was a mutual agreement for us to surrender the labels. This doesn't mean that Palcohol isn't approved. It just means that these labels aren't approved. We will re-submit."

So while it appears powdered alcohol's move to market has been stalled, we're still scratching our heads: Considering how quickly liquid alcohol evaporates, do you make it powdered?

Palcohol, it turns out, is not the first attempt at a powdered alcohol. According to patent data, General Foods Corporation (now a subsidiary of Kraft) patented a couple of ways to make "alcohol-containing powder" in the early 1970s. In their process, they took a carbohydrate and broke it down through a process called hydrolysis, rendering it into a white powder. According to John Coupland, a professor of food science at Penn State University and spokesperson for the Institute of Food Technologists, they then combined that powder with pure liquid alcohol, which stuck to the powder, essentially capturing the alcohol in white dust. "It would feel dry to your hands," Coupland says.

The Palcohol makers are not revealing how they make their product, which comes in cosmopolitan, mojito, margarita, and lemon drop flavors. "They say that they are trying to patent it at the moment, which suggests they have something novel, but I have no clue what that could be," says Coupland.



Schumer Pushes 'Palcohol' Ban After FDA's Inaction

Source: Law360
By David Siegel
August 12, 2014

U.S. Sen. Charles Schumer, D-N.Y., on Monday announced the introduction of legislation to make Lipsmark LLC's freeze-dried, powdered alcohol - known as Palcohol - illegal, citing safety concerns and sharply criticizing the U.S. Food and Drug Administration's decision not to investigate the product's risks.

In addition to his proposed legislation, Schumer called on Long Island and national retailers to voluntarily agree to boycott the sale of Palcohol, which according to Schumer could be on store shelves as early as next month. Since the FDA has said it will not investigate Palcohol, Schumer said final approval by the Alcohol and Tobacco Tax and Trade Bureau is the only regulatory hurdle left for Palcohol to clear before it can be sold in stores.

"While it defies logic that the FDA will not investigate the obvious health concerns of Palcohol, responsible retailers should do the right thing and keep this dangerous product away from our kids on Long Island, who are already exposed to drinking at an incredibly young age," Schumer said. "Powdered alcohol is a disturbing concept and will only make it easier for minors on Long Island to access, conceal and abuse alcohol."

Schumer says that following a 1976 district court decision, the TTB and FDA came to a memorandum of understanding that gave TTB primary regulatory control over alcohol, but gave FDA the ability to raise concerns and investigate unsafe products. Schumer cited the example of the FDA's blocking companies from selling Four Loko, despite the TTB having approved the alcoholic energy drink.

Schumer's announcement referenced a number of of "brazen" suggestions for possible use of Palcohol that he said appeared on Lipsmark's website but have since been taken down. These included illegally bringing Palcohol to stadium events to avoid overpriced drinks, snorting Palcohol to become intoxicated more quickly than by drinking, and a recipe for powdered vodka on eggs, according to Schumer's statement.



Sen. Charles Schumer Asks FDA To Block Powdered Alcohol

Source: CBS
May 4, 2014

Sen. Charles Schumer is asking the Food and Drug Administration to prevent a powdered alcohol from reaching store shelves this fall, saying that it would become "the Kook-Aid of teen binge drinking."

The New York Democrat in a letter says the product Palcohol can be mixed with water, sprinkled on food or even snorted and easily concealed.

"It's absurd. It's scary," Schumer told reporters, including WCBS 880's Jim Smith reported, Sunday.

Palcohol's parent company Lipsmark disagrees, saying it would be painful to snort and will be sold under the same restrictions as liquid alcohol.

Schumer said the FDA should intervene because of health risks, like it did with caffeinated, fruit-flavored alcoholic beverages that appealed to young people.

"If they found Four Loko to be unsafe, they are clearly going to find Palcohol because it's much more dangerous," Schumer said.

The line, which was dreamed up by Arizona wine expert Mark Phillips, would offer a bar full of products in packet form - including vodka, rum, cosmopolitans and lemon drops cocktails.

The U.S. Alcohol and Tobacco Tax and Trade Bureau, approved Palcohol's product labels - the last step after OK'ing both the distillery and formula. The TTB, however, has since admitted the approval was a mistake.

Lipsmark said the problem seems to involve a discrepancy in the fill level of the powder in each bag.

"This doesn't mean that Palcohol isn't approved," the company said on its website. "It just means that these labels aren't approved. We will re-submit

