



**For Immediate Release:**  
September 28, 2016

**Contact: Michael Bowker**  
[805-482-1904](tel:805-482-1904)

## **Governor Signs Ban on Sale of Powdered Alcohol**

*“This is a dangerous product and would have presented a tremendous risk, especially to young people,” said AB 1554 author, Assemblymember Jacquie Irwin (D-Thousand Oaks).*

**SACRAMENTO** – State Assemblymember Jacquie Irwin (D-Thousand Oaks) applauded today’s signing into law of AB 1554, legislation she introduced to ban the sale of powdered alcohol in California. “I am pleased that Governor Brown chose to sign the bill, which keeps this dangerous product out of the State,” said Irwin. “Allowing its use in California would have undermined important laws that currently protect our youth from alcohol abuse.”

Powdered alcohol is designed to be easily concealed and transportable. Original marketing for powdered alcohol blatantly promoted sneaking it into concerts and sports venues as an alternative to the expensive alcoholic beverages available for purchase.

*“The Governor’s action today assures us that powdered alcohol will never be the reason for an underage alcohol-related death in California,” said Bruce Lee Livingston, Alcohol Justice Executive Director / CEO.*

In Ventura County, law enforcement officials feared the legal sale of powdered alcohol would pose a special threat to teens because it is easily hidden and can be mixed with sports drinks or bottled water. “Powdered alcohol poses an unnecessary public health and safety risk because of its high potential for abuse, particularly by youth,” said Ventura County Sheriff Geoff Dean. “It can be dissolved in any liquid and can be carried easily and without detection in many venues such as schools, concerts and movie theaters. I strongly supported Assemblymember Irwin’s bill to ban powdered alcohol in California.”

Powdered alcohol is created through a process in which alcohol is absorbed by a sugar derivative called Dextrin, which can hold 60% of its weight in alcohol. Once mixed with water, powdered alcohol can be consumed like a regular alcoholic beverage, although many users blend it with only small amounts of water, creating a drink with an extremely high alcohol content.

Statewide, health officials support the new law. “Powdered alcohol is a product that is ripe for abuse, and can easily be marketed to children,” said Kat Debu, MPH, executive director of the Health Officers Association of California. “From a public health point of view, powdered alcohol is unsafe for California’s communities.”

Widespread concerns from public health and law enforcement officials have prompted similar powdered alcohol bans in more than 25 states. Assemblymember Irwin worked closely with former Senate minority leader Senator Bob Huff on a companion measure, SB 819, which was also signed by the Governor.

*\*\*Assemblymember Irwin’s website: <http://asmdc.org/irwin>*