



March 8, 2017

Assemblymember Adam C. Gray, Chairman
Assembly Committee on Governmental Organization
1020 N Street, Rm. 156
Sacramento, CA 95814

Fax (916) 319-3979

RE: OPPOSE AB 1054 (Brough) Alcoholic beverages: powdered alcohol

Dear Chairman Gray:

Alcohol Justice (formerly Marin Institute) is a respected alcohol industry watchdog that has been a leading alcohol research and advocacy institution for more than 30 years.

We oppose AB 1054 because the state suffers more than \$35 billion dollars in alcohol-related harm and 10,500 alcohol-related deaths annually. If AB 1054 is passed and signed into law it will roll back the protections enacted last year in the passage of AB 1554 and SB 819 which prohibit the sale, manufacturing, and possession of powdered alcohol in the state of California. Maintaining that ban will continue to protect public health and safety and reduce the potential of alcohol-related problems powdered alcohol will cause.

Alcohol Justice, the California Alcohol Policy Alliance, the Health Officers Association of California, California Craft Brewers Association, 48 other organizations, and many, many, many individuals supported those two bills last year. And when Governor Jerry Brown signed into law the prohibition on powdered alcohol, California became the 34th state to say no to the easy to hide, hard to monitor substance.

AB 1054 is a sneaky attempt to allow this dangerous product into the state. There is no good reason to do so. It will only profit one tiny segment of one industry at great public expense. We encourage you to vote no when this measure comes before you.

Sincerely,

Bruce Lee Livingston

Bruce Lee Livingston
Executive Director / CEO

*cc: - Members of Assembly Committee on Governmental Organization
- Assemblymember Brough (author) Fax 916 319-2173*