

Here Comes...

# Powdered Alcohol

Just Add Water!

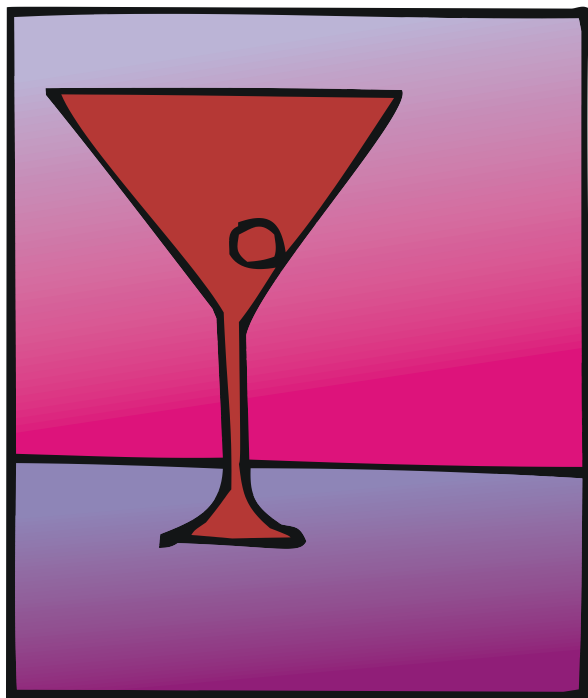
Parents and EAPs, heads up. There is a new, potentially dangerous substance of abuse coming onto the market: prepared, flavored, crystalline ethanol in ready-to-drink packets.

Add five ounces of water and, abracadabra, just like Cup-o-Soup™, a flavored cocktail equal to the alcohol content of a typical mixed drink results. It's not magic, it's *powdered alcohol*.

On March 10, 2015, the U.S. Alcohol and Tobacco Tax and Trade Bureau granted Palcohol, a powdered-alcohol manufacturer—the only one in America to date—approval to sell its novel product on the U.S. market. The substance may be available as early as August 2015.

## What Is It?

Powdered alcohol is freeze-dried alcohol marketed as a harmless, convenient way to consume a prepared alcoholic beverage. Powdered alcohol is easily stored, easily transported, and easily mixed.



In early 2015, 37 states were considering legislation to prohibit powdered alcohol. Some states have already made it illegal, but the manufacturer strongly criticizes these attempts to “legislate behavior,” arguing instead for better education about its product.

## What’s the Problem?

Powdered alcohol makes indulgence possible anytime and anywhere. It is an attractive novelty, and as a result, has generated controversy because of its potential for abuse by young people. Several sweet drink options—all likely to be attractive to young people—are planned, including a pink cosmopolitan, lemon drop, and margarita.

Although a small mini-bottle of vodka is a more practical way to transport alcohol, with a Palcohol packet, a pink cosmopolitan cocktail only requires water. That’s entirely new—and likely to be preferred by young teens over a mini-bottle requiring associated mixers. Unlike liquor, Palcohol will be sold online, making it even more accessible to underage users.

Palcohol’s promotional material discusses snorting the substance, but argues against it with a less than dire or insistent message...saying only it’s “impractical” and “it will hurt.”

## Risks Associated with Powdered Alcohol

One of the risks, according to experts, is that the potential of abuse of powdered alcohol is higher than that of regularly packaged alcohol due to the convenience feature. This alone



may encourage overconsumption and contribute to accidents while driving under the influence.

Powdered alcohol is easy contraband for a rock concert or other venue where alcohol is not served or permitted. The ease with which you can solve this problem was originally touted as a key benefit by its manufacturer. An online public backlash led to its market repositioning.

Powdered alcohol includes a high risk of misuse by people who are unfamiliar with the product and who may mix the powder with other forms of beverage alcohol to “supercharge” a drink, give it to underage friends, or add it to other substances being abused in order to increase their mind-altering effects.

Could a person who is abstinent and in a fragile state of recovery from alcoholism find a temptation in powdered alcohol because of its portability and storage?

## Be Prepared for Powdered Alcohol

The best defense for any potentially harmful product is to become educated. The manufacturer of powdered alcohol touts its product as safe if used responsibly. (Of course, the manufacturers of dynamite can make the same claim.)

Be prepared for when or if powdered alcohol comes to a market near you.

To find out more about powdered alcohol from the manufacturer’s point of view, visit [www.palcohol.com](http://www.palcohol.com).