



AUSTRALIAN HOTELS ASSOCIATION

24 Brisbane Avenue Barton ACT 2600 • PO Box 4286 Manuka ACT 2603 • Australia
email: aha@aha.org.au • Facsimile: (02) 6273 4011 • Telephone: (02) 6273 4007
Web: www.aha.org.au

Media Release

Powdered Alcohol

Monday 16 March, 2015

Reports have begun to emerge of “powdered alcohol” products being offered for sale in the US which is likely to reach Australian shores soon. The powdered alcohol branded “Palcohol” is a dry powder which is mixed with water to create an alcoholic beverage.

Whilst the full scale of potential health harms are yet to be understood, the capacity for the product to be snorted through the nostrils, to be concealed by underage persons and to be taken into licensed venues and ‘no alcohol’ public events is of great community concern.

The AHA sees powdered alcohol as being inconsistent with the responsible use of alcohol within Australian society and the Responsible Service of Alcohol (RSA) codes that apply in every state. Whilst alcohol is consumed responsibly by the overwhelming vast majority of Australians, there are some that misuse alcohol.

The AHA believes that powdered alcohol would lead to higher rates of misuse and does not align with encouraging the responsible and moderate consumption of alcohol as part of the continued enjoyment, health and well-being of Australian society.

AHA National CEO Stephen Ferguson commented, “Promoting a positive drinking culture and reducing the levels of misuse is central to changing the cultural norm away from intoxication and towards moderation. In addition, reducing the uptake of alcohol use by underage Australians and is critical to protecting the health and well-being of our youth”.

AHA National has written to members of parliament to bring this new product class which could also avoid regulatory taxation & excise, to the attention of the Intergovernmental Committee on Drugs.

[For media comment please contact Stephen Ferguson on 0412 654 000.](#)