



Providing behavioral health
and domestic violence services

Greater Valley Substance
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February 17, 2015

General Law Committee
Room 3500, Legislative Office Building
Hartford, CT 06106

Attn: Senator Leone, Representative Baram and Members of the General Law Committee

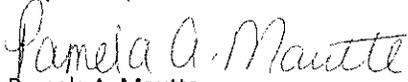
Re: Testimony in **Support of SB 386** – An Act Concerning Prohibiting the Sale of Powdered Alcohol

My name is Pamela Mautte, and I am the Director of the Greater Valley Substance Abuse Action Council (VSAAC). VSAAC is also an active member of the CT Prevention Network (CPN). I am writing this testimony in support of SB 386 in which the legislation would ban the sale of powdered alcohol. This bill seeks to:

- Protect the public by banning the sale of powdered alcohol – this can help reduce underage drinking in the State. The “palcohol” product is marketed as an ounce of rum or vodka in powdered form, which is then added to water. This product makes it easy for children, teenagers, and young adults to conceal, transport, abuse, and utilize in various situations. These situations include but are not limited to: adding it into foods, bringing it into schools, movie theaters, sporting events, and other recreational areas.
- Underage drinking is widespread in Connecticut. Approximately 165,000 underage customers in Connecticut drink each year
- In 2009, underage customers consumed 16.9% of all alcohol sold in Connecticut, totaling \$349 million in sales.
- Annual sales of alcohol consumed by youth in Connecticut averaged \$2,115 per underage customer. Underage customers were heavier consumers than adults. They drank an average of 4.0 drinks per day; in contrast, legal customers consumed only 1.7.
- Protect business owners from dangerous consequences of intoxicated underage and of age patrons who are concealing the “palcohol” to avoid purchasing alcohol at venues or are not of age to consume alcohol at venues such as concerts and sporting events.

My Regional Action Council (RAC) oversees alcohol, tobacco, and other drug use prevention efforts within the 11 towns including: Ansonia, Bethany, Derby, Orange, Oxford, Milford, New Haven, Seymour, Shelton, West Haven, and Woodbridge. In my role as Director, and underage alcohol use remains a concern for parents and educators in these communities. I have heard and seen the consequences of underage drinking. We need to continue to reduce access to these types of substances that are marketed as quick and easy ways to consume alcohol on the go. By passing this legislation, Connecticut can reduce continue to reduce underage alcohol use and support law abiding businesses. Please support SB 386 and prevent access to “palcohol”.

Respectfully Submitted,


Pamela A. Mautte
Director, VSAAC