



New Hampshire Liquor Commission

50 Storrs Street, P.O. Box 503
Concord, N.H. 03302-0503
(603) 230-7015

Joseph W. Mollica
Chairman

Michael R. Milligan
Deputy Commissioner

Margaret Wood Hassan
Governor

ORDER

On March 11, 2015, the United States Alcohol and Tobacco Tax and Trade Bureau ("TTB") approved four labels for a product named "Palcohol" manufactured by Lipsmark, LLC. Palcohol is the brand name for a powdered alcohol substance that is commonly mixed with water or another liquid. The TTB approval allows the product to be available for sale within months. The manufacturer has indicated their intent to enter Palcohol into the market by the end of the summer of 2015.

During the 2015 legislative session the New Hampshire House of Representatives amended SB99 to include:

1. Changing the definition of "Alcohol" under RSA 175:1 to include "solids, powders, crystals";
2. Establishing a committee to study powdered or crystalline alcohol

The amended bill was signed into law on July 20, 2015 with the same effective date. The current formulation of Palcohol would require the product to be sold in state only through New Hampshire Liquor Commission stores.

Given the potential for misuse of the product and based on safety concerns, over 25 states have enacted legislation either permanently or temporarily banning powdered alcohol. The New Hampshire Liquor Commission hereby rules that powdered alcohol products, such as Palcohol, will not be made available through state liquor and wine outlets. Additionally, the Liquor Commission orders that these products may not be direct shipped to consumers in this state.

Joseph W. Mollica, Chairman

Dated: 9-10-15

Michael R. Milligan, Deputy Commissioner