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April 11, 2018

The Honorable William Brough  
State Capitol, Room 3141  
Sacramento, CA 95814

**RE: HOAC Opposes Assembly Bill 2738**

Dear Assemblymember Brough:

The Health Officers Association of California (HOAC), which represents the physician health officers of California's sixty-one city and county health jurisdictions, must oppose your AB 2738. This bill is intended to allow Smart Cups, a California-based company that describes themselves as "launching a new disruptive and revolutionary delivery system technology to be commercialized in the beverage industry," to produce powdered alcohol. Powdered alcohol is ripe for abuse and the health officers must oppose any attempt to undermine our state's ban on these potentially harmful products.

"Printing" powdered alcohol onto the bottom of a cup should not be allowed. For all the reasons we supported the ban of powdered alcohol, including its ease of concealment, its portability, and its attractiveness to children, we must oppose this exception to the ban.

HOAC is dedicated to promoting practices that improve the health of California's residents. AB 2738 creates an unnecessary exemption to our state's powdered alcohol ban, profiting a segment of the alcohol industry at the expense of public health and safety. I invite you to contact me at your convenience should you have any questions regarding our position on this matter.

Sincerely,

Kat DeBurgh, MPH  
Executive Director