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Governor

STATE OF NEBRASKA

NEBRASKA LIQUOR CONTROL COMMISSION

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March 16, 2015

Dear Nebraska Spirit/Wine Wholesaler:

The Federal Trade and Tax Bureau (TTB) has recently approved the labeling for the powdered alcohol product known as Palcohol. Even with that federal approval the Nebraska Liquor Control Commission retains serious concerns over the safety and utilization of this product. Therefore, the Commission will be setting for hearing before it approves any application from a manufacturer or shipper of this product seeking a license in Nebraska.

The Commission is also concerned that the manufacturer will attempt to import the product into Nebraska utilizing the license of a different company via an agency agreement. Because of that concern we request notification from you if any party approaches you seeking to engage you as a wholesaler for the powdered alcoholic product.

It is the intention of the Commission to fully investigate the concerns and claims regarding this product prior to authorizing its importation into Nebraska. The only way to successfully do that is to have a hearing held before the Commission regarding the product. Therefore, it is incumbent upon the manufacturer to appear before the Commission to address these concerns.

The Commission appreciates your support both in the past and in the future in addressing the health and safety concerns of this new product. Thank you for your time and consideration. If you any questions, please contact the undersigned.

Sincerely,

NEBRASKA LIQUOR CONTROL COMMISSION

Hobert B. Rupe
Executive Director

HBR/lp

Pc: Jerry Van Ackeren
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File

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