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Innovation > Food & Drink > Scientist creates alcohol-alternative that still provides a buzz

## SCIENTIST CREATES ALCOHOL-ALTERNATIVE THAT STILL PROVIDES A BUZZ

 FOOD & DRINK

### A London scientist may have found a way to provide the benefits of alcohol without the drawbacks

**Spotted:** Neuropsychopharmacologist David Nutt claims to have found a way to make one feel “tipsy” without having to drink alcohol. The [Imperial College London](#) scientist has developed a molecule, which he has dubbed [Alcarelle](#), that can stimulate these necessary parts of the brain.

Nutt expects Alcarelle to be regulated as a food additive or ingredient, so it will need to meet food safety regulations, rather than undergo clinical trials. In order to get approval, they will need to create a “complete drink product” and are working with food scientists to use the Alcarelle as an additive in a new beverage.

At the end of 2018, Nutt and his partner, business advisor David Orren, raised seed funding from investors to try and bring Alcarelle to market. Nutt and his team hope to have a product ready for market in around five years.

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## Takeaway:

Nutt's ultimate aim is to supply drink companies with Alcarelle to use as an ingredient in their own products. Many in the food industry are embracing alternatives that can be sold as healthier or more environmentally-friendly, such as [lab-grown meat](#) and vaping. A beverage that is relaxing without causing drunkenness should especially appeal to younger people, who are increasingly concerned with health and remaining in control. Springwise has spotted this in products [like a non-alcoholic beer that looks like water](#) and [alcohol made from tofu](#). It remains to be seen if people will see Alcarelle as a healthy alternative to alcohol or as an unhealthy chemical additive.