



PRESS RELEASE

FRENCH WINES AND SPIRITS FACING THE AMERICAN CUSTOMS

The United States announces a 30% tariff starting August 1st

Paris, July 12, 2025 – The White House today announced its intention to apply, as of August 1st, a 30% tariff on imports of goods originating from the European Union to the United States, and in particular on wines and spirits. This measure is a brutal blow not only to French and European exporters but also to their partners – importers and distributors – and to American consumers.

With €3.8 billion in sales in 2024, the United States is the leading export market for French wines and spirits. The imposition of a 30% tariff starting August 1st, 2025, would have an extremely severe impact on the wines and spirits sector, with a potential loss estimated at well over one billion euros.

"This decision, of unprecedented severity, leaves us all stunned. With such a tariff level, the entire sector is endangered, not only those who export to the United States," said Gabriel Picard, President of the FEVS. "This is a disaster for France and for Europe, but equally so for our American partners: nearly 100,000 jobs would be lost in the United States and an equivalent loss of economic activity of USD 15 billion (*)."

"Since last autumn, together with our European colleagues, we have been advocating on both sides of the Atlantic for a fair and open market for wines and spirits, free of customs duties. There is still time to preserve this openness and thus pave the way for possible sectoral agreements," Gabriel Picard emphasized.

There remains now, until August 1st, a brief window of opportunity to find a way out of this disastrous confrontation. It is up to the President of the European Commission and the Member States to find a path towards resolving this crisis.

"We call in particular on the 27 Member States, who will meet in the Trade Ministers Council next Monday, to fully mobilize to avoid any temptation of escalation and to keep their composure, as they have done so far," Gabriel Picard concluded.

(*) Estimated Impact of Potential Tariffs on Beverage Alcohol Products.- Prepared for Wine & Spirits Wholesalers of America by John Dunham & Associates, December 2024.-

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