FÉDÉRATION DES EXPORTATEURS DE VINS & SPIRITUEUX DE FRANCE

PRESS RELEASE

EU/US Agreement:

Disaster averted
but the coming days will be crucial for the French Wine and Spirits sector

Paris, July 28, 2025 **– The European Union and the United States announced yesterday that they had reached an agreement on transatlantic trade, resulting in the implementation of a general 15% tariff on European exports to the United States, with certain exemptions still to be clarified. While this announcement helps avoid a dangerous escalation of the trade dispute, concrete progress is now needed on bilateral trade in wines and spirits.**

The French Wine and Spirits Exporters Association (FEVS), joined by the wine interbranch organization (CNIV) and the entire sector, acknowledges the agreement reached between the United States and the European Union.

"***The agreement represents a step forward: it avoids the imposition of 30% tariffs starting August 1, which would have been a true catastrophe for our sector. It should confirm the restoration of duty-free bilateral trade for spirits, something we are eager to see officially documented***," stated Gabriel PICARD, President of the FEVS.

"***As for wines, nothing has been finalized yet: this is why we strongly urge the European Commission and the French government to fully commit to this final phase, to secure a reduction in tariffs on wines—a proposal supported by stakeholders on both sides of the Atlantic.***"

According to a study by the *Wine & Spirits Wholesalers Association* (*), a 15% tariff increase on wines would result in **the loss of 17,000 jobs and a $2.5 billion decrease in business activity** in the United States. However, due to exchange rate fluctuations, the effective increase could reach 30%, in which case the impact would double—34,000 jobs lost and over $5 billion in lost activity.

"*If no further progress is made, the sector will face an extremely severe shock, affecting not only French and European exporters but also our importer and distributor partners in the U.S. Ultimately, it would be American consumers bearing the cost of these* measures," warned Gabriel P PICARD.

He also emphasized that **reducing wine tariffs is essential for the wine industry in France and across Europe, to prevent "*painful consequences for the entire sector, including those not directly present on the U.S. market.*"**

Together with its American counterparts, the FEVS will continue working to uphold a fair, reciprocal, and stable trade framework that enables industry players to create value and jobs on both sides of the Atlantic, while ensuring that consumers—whether European or American—have access to a wide range of wines and spirits from unique, irreplaceable terroirs that offer shared experiences and cultural richness.

(*) *Estimated Impact of Potential Tariffs on Beverage Alcohol Products - J. Dunham Associates / WSWA - Dec. 2024*

French Wine and Spirits Exports to the United States in 2024

	Value (in k€)	Volume(*)
WINES, of which	2 318 173	19 532 391
Sparkling Wines	*841 152*	*4 372 478*
Still Wines	*1 473 033*	*15 139 079*
VERMOUTHS & ABV	15 945	424 182
SPIRITS	1 476 649	12 312 236
TOTAL	**3 810 767**	**32 268 809**

(*) Wines: cases of 12 bottles, i.e. 9 l – Spirits: cases of 12 bottles, i.e. 8.4 l at 40% vol.

About FEVS: The French of Wine and Spirits Exporters Association (FEVS) brings together about 550 wine and spirits exporting companies from France, together representing 85% of French wine and spirits exports. FEVS is a member of Maison des Vins & Spiritueux, a trade association gathering the Fédération Française des Spiritueux (FFS), the Fédération Française des Vins d'Apéritif (FFVA) and the Union des Maisons & Marques de Vin (UMVIN)

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