



PRESS RELEASE

WINES AND SPIRITS SUBJECT TO 15% TARIFFS IN THE UNITED STATES

FEVS deeply regrets this decision and calls for continued negotiations

Paris, August 1, 2025 — The United States published overnight an Executive Order implementing a 15% customs duty on most European products, effective August 7. This duty will apply to French and European wines and spirits.

The French Wine and Spirits Exporters Association (FEVS) deeply regrets that, despite the efforts of the European Commission and France, wines and spirits exported to the United States will now be subject to a 15% tariff. **This decision will heavily impact the entire sector — in France and in Europe, but also in the United States.**

According to Gabriel PICARD, President of FEVS, ***“this decision marks yet another setback in bilateral trade relations in the wine and spirits sector. The impact of this tariff will be significantly exacerbated by the depreciation of the US Dollar since the beginning of the year.”***

Indeed, the combined effect of a 15% tariff and the exchange rate could **result in a 25% drop in our sales to the United States — a loss of €1 billion.** In a sector already significantly weakened by Chinese sanctions and a depressed economic environment, such a decline in exports **will inevitably have consequences for the 600,000 direct and indirect jobs linked to the French wine and spirits industry.**

For FEVS, negotiations must continue. ***“We welcome the efforts already made to seek the exclusion of wines and spirits from this 15% tariff,”*** said Gabriel PICARD. ***“But the situation cannot remain as it is. It is vital that France and the European Union actively stand with us to provide concrete support for our sector.”***

“We will also continue our commitment to an open, stable, and mutually beneficial international trade environment for wines and spirits, in close cooperation with our American partners — who I know are also severely affected by this measure,” he concluded.