



March 14, 2025

Commissioner Maroš Šefčovič
Commissioner for Trade and Economic Security, Interinstitutional Relations and Transparency
European Commission
Rue de la Loi / Wetstraat 200
1049 Brussels
Belgium

Dear Commissioner Šefčovič:

As European members of the Wine Origins Alliance, representing 11 distinguished wine regions across 5 EU member states, we write to oppose tariffs on wine as countermeasures in the context of the U.S. action on steel and aluminum imports and to consider removing U.S. wines from the list of products subject to retaliation. Indeed, we oppose all tariffs on wine products on a global basis, regardless of country of origin.

The Wine Origins Alliance is a unified force in the global wine industry composed of 34 organizations from 9 countries spanning Asia, Europe, North America and Oceania. Together, we represent nearly 100,000 wineries and grape growers that have generated more than one million jobs and more than €8 billion in global wine exports.

While our members are competitors on the global market, we all agree that our regions are best served by free and fair competition. Unfortunately, in this uncertain period for international trade, threats of tariffs and the imposition of tariffs are leading to uncertainty and great concern for our members. As you are aware, tariffs have an outsized impact on micro, small and medium-sized enterprises (MSMEs), which comprise the vast majority of the wineries our members represent.

Beyond just the product in the bottle, wine regions and MSMEs working within them can lead to increased tourism and economic impact, jobs in related industries and more. Tariffs on wine do not just hurt producers and consumers, but other businesses connected to the wine industry such as distributors, retailers and restaurants. They also have the potential to lead to a tit-for-tat escalation, harming producers around the world as more tariffs are imposed as retaliation in the future – as recent comments from the U.S. president have already demonstrated.

Wine is a sustainable product which promotes the economic, social and environmental wellbeing of people and the planet, now and in the future. Wine promotes peace and prosperity given its historical role in bringing nations together in commemorative moments of international understanding. It should bring us together, not divide us.

We strongly urge you to exclude wine and spirits products from your tariff countermeasures lists. The United States and the European Union are the two leading wine producers in the world, collectively exporting more than €26.2 billion in value in 2024. For EU wine exporters, the U.S. market is the most important market, and any significant retaliatory measure from the U.S. towards

EU wine producers could put them in a very critical situation. Conversely, promoting wine exports by removing trade barriers is critical to driving industry growth and creating new industry jobs. We therefore encourage you to find pathways to work with the U.S. government to reduce or eliminate wine tariffs, not raise them.

Sincerely,

Jacques-Olivier Pesme
Executive Director



Conseil Interprofessionnel du Vin
de Bordeaux
(France)



Bureau Interprofessionnel des Vins
de Bourgogne
(France)



Comité Interprofessionnel du Vin de
Champagne
(France)



Consorzio Vino Chianti Classico
(Italy)

CÔTES DE PROVENCE
SYNDICAT DES VINS

Syndicat des vins Côtes de Provence
(France)



Instituto dos Vinhos do Douro e do
Porto
(Portugal)



Consejo Regulador
del Vino de Jerez
(Spain)



Inter-Rhône
(France)



Consejo Regulador de la
Denominación de Origen Ribera del
Duero
(Spain)



Consejo Regulador de la
Denominación de Origen
Calificada Rioja
(Spain)



Council of Tokaj Wine Communities
(Hungary)