



May 3, 2021

Brian Deese  
Assistant to the President for Economic Policy  
Director for National Economic Council  
The White House  
1600 Pennsylvania Ave NW  
Washington, DC 20500

Jacob Sullivan  
Assistant to the President for National Security Affairs  
National Security Council  
The White House  
1600 Pennsylvania Ave NW  
Washington, DC 20500

Dear Mr. Deese and Mr. Sullivan,

On behalf of the Toasts Not Tariffs Coalition, which includes 48 U.S. associations representing the entire three-tier chain of the U.S. alcohol industry and jobs in all 50 States, we are writing to seek your urgent support in securing the immediate suspension of the EU and UK tariffs on American Whiskey and the permanent removal of all EU, UK, and U.S. tariffs on distilled spirits and wines imposed in connection to unrelated trade disputes.

The 25 percent tariff on exports of American Whiskeys, including Bourbon, Tennessee Whiskey, American Rye Whiskey and American Single Malt Whiskey to the EU and UK, puts these products at a serious competitive disadvantage in those markets. The devastating impact of these tariffs on American Whiskey exporters in our most important export markets is clear; since these tariffs were imposed in June 2018, American Whiskey exports have declined by 37 percent to the EU and by 53 percent to the UK.

Urgent action is needed as the EU's tariff is scheduled to double to 50 percent on June 1, further exacerbating the unlevel playing field in the EU market for American Whiskeys. Moreover, we are gravely concerned that if these tariffs are not lifted soon, many of the 2,000 small U.S. distilleries will not be able to recover from the devastating impacts of both the tariffs and the pandemic. In 2020, American Whiskey was exported from 37 states and American spirits were exported from 41 states.

The recent agreements between the U.S., EU and UK to temporarily suspend tariffs on certain wines and spirits, including the 25 percent tariffs on exports of U.S. rum, brandy and vodka to the EU and UK, are significant steps in the right direction. This temporary suspension will support the recovery of distilleries, restaurants, and bars across the U.S. that were forced to shut down during the pandemic allowing them to rehire employees as the economy improves. However, our work is not done.

On behalf of producers, importers, wholesalers and retailers that comprise the U.S. hospitality sector and supply chain partners from farmers and packaging producers which supports millions of jobs across all 50 States, we seek the urgent support of the Biden Administration to build upon the positive momentum in reengaging with our trading partners. Securing the immediate suspension of the tariffs on American Whiskey and the permanent removal of EU, UK, and U.S. tariffs on distilled spirits and wine will provide businesses the certainty they need and help support U.S. jobs as the economy continues to recover.

Thank you for your consideration.

Sincerely,

American Beverage Licensees  
American Craft Spirits Association  
American Distilled Spirits Alliance  
American Distilling Institute  
American Single Malt Whiskey Commission  
Arizona Craft Distillers Guild  
Atlantic Seaboard Wine Association  
California Artisanal Distillers Guild  
Colorado Distillers Guild  
Connecticut Spirits Trail  
Distilled Spirits Council of the United States  
Florida Craft Spirits Association  
Idaho Distillers Association  
Illinois Craft Distillers Association  
Independent Restaurant Coalition  
Iowa Distillers Alliance  
Kentucky Distillers' Association  
Louisiana Distillers Guild  
Maryland Distillers Guild  
Michigan Craft Distillers Association  
Montana Distillers Guild  
Napa Valley Vintners  
National Association of Beverage Importers  
National Association of Wine Retailers

National Council of Chain Restaurants  
National Restaurant Association  
National Retail Federation  
New Hampshire Distillers Guild  
New Jersey Craft Distillers Guild  
New York State Distillers Guild  
North American Shippers Association  
NY Wine Industry Association  
Ohio Distiller's Guild  
Oregon Distillers Guild  
Oregon Wine Council  
Pennsylvania Distillers Guild  
South Carolina Craft Distillers Guild  
Tennessee Distillers Guild  
Texas Distilled Spirits Association  
The Maryland Wineries Association  
U.S. Wine Trade Alliance  
Virginia Distillers Association  
Washington Wine Institute  
Willamette Valley Wineries Association  
Wine & Spirits Wholesalers of America  
Wine and Spirits Shippers Association  
Wine Institute  
WineAmerica

cc: Gina Raimondo, Secretary of Commerce  
Tom Vilsack, Secretary of Agriculture  
Katherine Tai, United States Trade Representative  
Cedric Richmond, Senior Advisor to the President, Director of the Office of Public Engagement