



August 6, 2025

President Donald J. Trump
The White House
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Dear President Trump,

On behalf of the Toasts Not Tariffs Coalition, which includes 57 U.S. associations and state guilds representing the entire three-tier chain of the U.S. beverage alcohol industry and others, we support your efforts to strengthen the economic vitality of our great country.

We reiterate our urgent request that the U.S. and EU come to an agreement to secure fair and reciprocal trade on spirits and wine. As we approach the critical holiday season, a period that is essential to the success of our industries, we implore you to secure this important deal for the U.S. as soon as possible. Doing so would represent a clear and significant win for American workers, businesses, and consumers.

Our coalition members produce, distribute and sell wine and spirits in every U.S. state, supporting more than 3.5 million jobs and generating \$476 billion in annual economic activity. These include farmers who grow inputs such as grapes, corn, wheat, barley, hops, rye, and rice on more than 1 million acres of farmland, all the way through the supply chain to the waiters, bartenders, truck drivers, and retail clerks. These jobs also include fields such as transportation and distribution, bottling and packaging, marketing and finance, restaurants, bar staff, taverns, small package stores, and large and small grocery outlets. Beyond the sale of wine and spirits, our coalition drives broader economic growth. For example, restaurants alone employ 15.7 million people and generate \$1.5 trillion in annual sales.

Wine and spirits are unique products, often tied to specific geographical regions. Many U.S. and EU spirits are recognized as “distinctive products” and can only be made in their designated countries—Bourbon and Tennessee Whiskey in the U.S., and Cognac in France. Similarly, wine is linked to its place of origin through American Viticultural Areas, appellations of origin or geographical indications. Consequently, production of these products cannot simply be relocated to circumvent tariffs.

Our sectors stand as a model of mutually beneficial trade, and the livelihoods of those working within it depend heavily on international trade. Most U.S. wine exports go to countries with low or zero import duties. Nearly 86% of U.S. spirits exports go to countries that have eliminated tariffs on all U.S. spirits, and approximately 98% of spirits imports originate from countries that have eliminated tariffs on U.S. spirits. Ensuring predictable access to global markets creates jobs, supporting rural and urban communities.

The damage to the U.S. hospitality sector resulting from tariffs on wines and spirits will have lasting, negative impacts. Jobs in the hospitality industry include those at restaurants, bars, taverns, nightclubs, etc. We estimate that a 15% tariff on EU wine and spirits could result in more than 25,000 American job losses and nearly \$2 billion in lost sales.

Mr. President, we need toasts, not tariffs, as we head into the most important season for our industry. As part of your America First Trade Policy, we seek your leadership to secure fair and reciprocal tariff-free trade for U.S. and EU spirits and wines as soon as possible. We stand ready to support your efforts to deliver this important win for American workers and businesses.

Sincerely,

Association for Enterprise Opportunity
American Beverage Licensees
American Craft Spirits Association
American Distilled Spirits Alliance
American Distilling Institute
American Single Malt Whiskey Commission
Arizona Craft Distillers Guild
Associated Cooperate Industries of America
Atlantic Seaboard Wine Association
Associated Cooperage Industries of America
California Artisanal Distillers Guild
Colorado Distillers Guild
Connecticut Spirits Trail
Distilled Spirits Council of the United States
Distillers Association of North Carolina
Florida Craft Spirits Association
Glass Packaging Institute
Idaho Distillers Association
Illinois Craft Distillers Association
Independent Restaurant Coalition
Iowa Distillers Alliance
Kentucky Distillers' Association
Louisiana Distillers Guild
Maryland Distillers Guild
Maryland Wine
Michigan Craft Distillers Association
Michigan Spirits 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
United States Bartenders' Guild
U.S. Wine Trade Alliance
Virginia Distillers Association
Virginia Spirits Association
Washington Wine Institute
Willamette Valley Wineries Association
Wine & Spirits Wholesalers of America
Wine and Spirits Shippers Association
Wine Institute
WineAmerica