



Press release – 03/04/2025

US tariffs on European wines

CEVI calls for a targeted and proportionate diplomatic response

During the night of 2 to 3 April, the President of the United States announced the imposition of 20% “reciprocal” tariffs on all European Union products, including wine. In response to this decision, which threatens one of the most important export markets for Europe’s Independent Winegrowers and undermines thousands of businesses, CEVI calls for a targeted diplomatic response to exclude wine from the list of sanctioned products.

For European Independent Winegrowers, whose strengthened international presence—particularly in the United States—has for years helped offset the steady decline in domestic consumption, this increase in tariffs will have severe consequences, both in volume and in margins. Order cancellations have already been reported: the domino effect is underway and may contribute to a broader global economic downturn.

CEVI firmly rejects the use of European wines and spirits as bargaining chips in trade disputes that are entirely unrelated to the sector. We call on the European Commission to adopt a proportionate diplomatic stance and work towards a non-aggression pact for wine. In the short term, every effort must be made to minimise the impact of these so-called “reciprocal” tariffs.

To strengthen the sector’s resilience, CEVI fully supports the “Unity Safety Net” proposed by Agriculture Commissioner Christophe Hansen. This mechanism is intended to protect agricultural sectors that are collateral victims of external trade conflicts. It is now up to the European Commission to swiftly mobilise the necessary funds and turn this proposal into a concrete reality.

According to Samuel Masse, President of CEVI, *“this situation highlights the need to rethink our overall strategy. With the partial closure of this irreplaceable market, we believe it is essential to boost the domestic market—through exceptional promotional support and by simplifying excise payments for intra-European distance selling—in order to offset some of the losses at international level. It is also urgent to further develop wine tourism, a key source of diversification for Europe’s Independent Winegrowing SMEs.”*

This latest trade offensive comes at a particularly challenging time, marked by a shifting domestic market and growing climate-related challenges for European winegrowing. The resilience of our businesses must not be taken for granted.

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About us: CEVI is the only organisation representing and defending the interests of Independent Winegrowers at the European level. Independent Winegrowers are entrepreneurs leading micro, small, and medium-sized enterprises (SMEs), often family businesses. They oversee the entire process from vineyard to table, meaning they produce and sell their wines directly to consumers, thereby contributing to the vitality of wine-producing regions. CEVI currently represents Independent Winegrowers from 12 European countries. In total, there are 200,000 Independent Winegrowers across Europe.

CEVI – European Confederation of Independent Winegrowers

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