



March 19, 2025

Ambassador Jamieson Greer
U.S. Trade Representative
600 17th Street NW
Washington, DC 20508
USA

Dear Ambassador Greer:

As American members of the Wine Origins Alliance, representing 17 distinguished wine regions across 8 states and nearly 90% of U.S. wineries, we write to respectfully express our opposition to the imposition of tariffs on wine as part of ongoing trade discussions between the U.S. and EU. We believe that such measures would harm not only producers but consumers and the broader wine industry on both sides of the Atlantic.

Our position is clear: we oppose all tariffs on wine products on a global basis, regardless of country of origin. Indeed, our European colleagues recently wrote to your counterpart Commissioner Šefčovič to urge him to exclude U.S. wines and spirits from retaliatory measures in Europe. We call for similar consideration here, advocating for a unified approach that avoids escalating trade barriers and supports the prosperity of all wine regions.

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.

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 any future trade actions that the U.S. may take. The United States and the European Union are the two leading wine producers in the world, collectively exporting more than \$28.5 billion in value in 2024. The EU market is a very important market for U.S. wine exporters, and any significant retaliatory measure from the EU towards U.S. 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 European Commission to reduce or eliminate wine tariffs, not raise them.

Sincerely,

Jacques-Olivier Pesme
Executive Director



Finger Lakes Wine Alliance
(New York)



Leelanau Peninsula Wine Trail
(Michigan)



Livermore Valley Winegrowers
Association
(California)



Long Island Wine Country
(New York)



Missouri Wine & Grape Board
(Missouri)



Monterey County Vintners &
Growers Association
(California)



napa valley vintners

Napa Valley Vintners
(California)



Old Mission Peninsula Wine Trail
(Michigan)



Oregon Wine Board and Oregon
Winegrowers Association
(Oregon)



Paso Robles Wine Country Alliance
(California)



Santa Barbara Vintners
(California)



Sonoma County Vintners
(California)



Texas Wine Growers
(Texas)



Virginia Wineries Association
(Virginia)



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Walla Walla Valley Wine Alliance
(Washington)



Washington State Wine Commission
/ Washington Wine Institute
(Washington)



Willamette Valley Wineries Association
(Oregon)