vinetur

Trump exempts Canadian bulk wine from U.S. alcohol import ban

U.S. wine producers can keep buying Canadian shipments for blending and bottling under the carveout, despite a separate 50% charge.

Monday, September 21, 2026



President Donald Trump has exempted bulk wine from a U.S. ban on importing Canadian beverage alcohol, carving out an exception that allows those shipments to continue even as broader restrictions on Canadian alcoholic products remain in place.

Kane’s Beverage News Daily reported that the exemption was announced recently after industry groups raised concerns about the effect the ban would have on bulk wine supplies used by U.S. wine companies. The report said the broader prohibition on Canadian beverage alcohol is still scheduled to take effect Sept. 29, but bulk wine will not be covered by that ban.

The exemption does not appear to remove the separate 50% ad valorem charge tied to those imports. That means bulk wine can keep entering the United States, but importers and wine producers would still face a significant added cost.

The move matters because bulk wine plays a different role in the market than finished bottled products. Bulk shipments are often bought by U.S. companies for blending, bottling, private-label programs and other production needs. A full cutoff could have disrupted purchasing plans, tightened inventories and pushed some wineries and beverage companies to look for replacement supplies on short notice.

Kane’s Beverage News Daily said the administration’s decision followed warnings from industry groups that the original ban would create supply chain problems for U.S. wine producers that depend on Canadian bulk wine. By leaving that trade channel open, the exemption may reduce immediate pressure on some businesses, though the continued 50% charge could still lift costs and affect pricing decisions.

For the beverage sector, the distinction between bulk and packaged alcohol could reshape how companies buy from Canada in the coming weeks. Importers that can still bring in bulk wine may try to adjust orders toward formats that remain allowed, while packaged alcoholic products that fall under the ban could face a sharper disruption. That could influence inventory planning, contract negotiations and the timing of shipments ahead of the Sept. 29 start date.

The policy could also affect retailers and distributors indirectly. If wineries and beverage companies pay more for imported bulk wine because of the 50% charge, some of that cost may be absorbed, while some may be passed through later in the supply chain. The result could vary by company, depending on margins, existing stock levels and the availability of substitute supply from the United States or other countries.

The report did not provide full implementation details, and it said more information is still expected on how the exemption will be administered and how long it will remain in effect. That leaves several open questions for importers and producers, including whether the exemption applies across all bulk wine categories, what documentation will be required at the border and whether additional guidance will be issued before Sept. 29.

Until that guidance is released, companies that rely on Canadian wine inputs are likely to keep reviewing purchasing plans and inventories while they assess how the exemption and the 50% ad valorem cost will affect production and pricing.