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59 U.S. alcohol and hospitality groups urge Trump to end Canada trade dispute

The coalition said Canadian shelf bans have slashed U.S. spirits exports by 70% and wine exports by 87% before the holidays.

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A coalition of 59 U.S. beverage alcohol and hospitality organizations sent a letter Monday to President Donald Trump urging his administration to resolve a trade dispute with Canada that the industry says has sharply reduced exports of American wine and spirits and could add strain to U.S. restaurants, bars and retailers ahead of the holiday season.

The appeal came from the Toasts Not Tariffs Coalition and was announced by the Distilled Spirits Council of the United States, one of the groups involved. In the letter, the coalition thanked Trump for efforts to address Canadian restrictions on U.S. wine and spirits, but asked for continued action to secure what it called a permanent solution that restores access to the Canadian market and avoids additional barriers on either side of the border.

According to the coalition, the dispute has had a major effect on U.S. producers since Canadian provinces removed American wine and spirits from store shelves in 2025. The group said U.S. spirits exports to Canada have fallen by 70%, dropping from $232 million to $72 million. It said U.S. wine exports to Canada have fallen by 87%, from $456 million to $60 million.

The coalition described Canada as one of the most important export markets for U.S. wine and spirits and said the restrictions are affecting jobs, investment and growth tied to that trade. In its letter, the group said the broader U.S. wine and spirits sectors generate more than $573 billion in economic activity and support about 3.5 million jobs across farming, production, distribution, retail, restaurants, bars, hotels, tourism and related industries.

The letter focused not only on the losses for American producers, but also on the risk of further disruption if the United States responds with new limits on Canadian alcohol. The coalition warned that new U.S. bans or restrictions would likely spread the damage beyond wineries and distillers to importers, distributors, retailers and hospitality businesses that depend on a mix of domestic and imported products.

That concern is especially important for the beverage business because companies are now entering a key planning period for the end of the year. Restaurants, bars and retailers typically make inventory and purchasing decisions months in advance of holiday demand, and any new trade action could complicate those choices. If restrictions expand, the likely effects could include tighter supplies for some categories, higher costs, pressure on margins and less flexibility in product selection for stores and on-premise operators.

In the letter, the coalition said wine and spirits bans are not in consumers' interests and risk lost sales for hospitality businesses at a time when many are already facing economic pressure. It said further restrictions could create uncertainty, disrupt supply chains, reduce consumer choice and raise costs just as businesses are preparing for one of the most important selling periods of the year.

The groups asked the administration to pursue an agreement that would return U.S. wine and spirits to Canadian shelves, prevent additional product bans and provide longer-term stability for American workers and companies tied to the trade. The coalition framed the issue as one that extends well beyond producers and exporters, touching much of the supply chain from farms to wholesalers to restaurants and hotels.

The announcement did not say whether formal talks between Washington and Ottawa are underway or whether either government is close to a new agreement. It also did not include a public response from Canadian officials to the coalition's latest request.

The Toasts Not Tariffs Coalition said it represents farmers, vintners, distillers, distributors, retailers, restaurants, bars and hospitality workers across the United States. Its latest letter adds organized industry pressure as the administration weighs how to respond to Canadian provincial restrictions that have already cut deeply into American alcohol sales north of the border.