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U.S. Ban on Canadian Alcohol Imports Took Effect Tuesday

A 59-group industry coalition said the restrictions will disrupt holiday inventory planning and squeeze bars, restaurants and retailers.

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The Trump administration’s trade dispute with Canada deepened early Tuesday when new U.S. import bans on certain Canadian goods, including alcohol products, took effect at 12:01 a.m. ET, prompting a warning from a broad U.S. alcohol industry coalition that the move will hurt restaurants, bars and retailers as they head into the holiday season.

Toasts Not Tariffs Coalition, which describes itself as an alliance of 59 U.S. alcohol industry groups, said the restriction on Canadian alcohol will “ripple through” the U.S. hospitality sector at a sensitive time for businesses that usually build inventory and plan promotions months in advance. The group said the dispute has already taken “a significant toll” on U.S. wine and spirits producers.

The warning points to a wider problem for beverage companies on both sides of the border. Beyond the immediate loss of supply, the new restrictions could change how wine, beer and spirits move between the United States and Canada, with possible effects on availability, pricing, purchasing contracts and sales planning for importers, distributors, restaurants and retailers. Those pressures may be felt more sharply because the restrictions are arriving just as the industry prepares for one of its busiest periods of the year.

The coalition called for a negotiated settlement and said that remains the best outcome for businesses and consumers in both countries. In its statement, the group said a deal should return American spirits and wine products to Canadian shelves, preserve consumer choice on both sides of the border and allow hospitality businesses to focus on growth rather than become casualties of a trade fight they do not control.

Tuesday’s measures are part of a broader package of previously announced U.S. bans affecting some Canadian alcoholic drinks, dairy byproducts and motorcycles, among other goods. The administration has presented the restrictions as part of its effort to pressure Canada for concessions in trade negotiations.

The latest action follows the collapse of trade talks between Ottawa and Washington last month. Canadian Prime Minister Mark Carney said Canada walked away from the negotiating table after the United States introduced last-minute terms that included restrictions on Canada’s ability to enter new trade deals with other countries. Since those talks broke down, President Donald Trump has intensified pressure on Canada through multiple rounds of tariffs and additional import restrictions.

Industry groups say the consequences for directly affected sectors could be severe. Restaurants and bars often rely on cross-border supply chains that are planned around seasonal demand, existing distribution agreements and fixed purchasing schedules. A

sudden cutoff in Canadian alcohol imports can force operators to replace products on short notice, revise beverage menus and renegotiate orders with distributors. Retailers may face similar disruptions if they need to find substitutes during a high-volume sales period.

For U.S. producers, the pressure is not limited to imports coming into the United States. The coalition’s statement suggests the dispute is also hurting American exporters, especially wine and spirits companies that depend on Canadian sales. If U.S. products remain absent from Canadian shelves, producers can lose access to an important market while also dealing with uncertainty at home. That can complicate production planning, inventory decisions and marketing agreements across the beverage industry.

The wider economic effect on Canada remains a matter of debate. Stakeholders in the affected industries have warned that the trade restrictions could be devastating for some businesses, while some economists have said the overall impact on the Canadian economy may be more limited. Even so, for companies that depend on cross-border sales of alcohol and related products, the immediate problem is less about national growth figures and more about lost orders, disrupted supply chains and reduced choice for customers.

The dispute now leaves businesses in both countries waiting to see whether officials can restart negotiations before the damage spreads further through the hospitality and beverage markets. For now, the new U.S. bans are in force, and companies that sell, import or serve wine, spirits and other drinks are adjusting to another sudden shift in the trade relationship between the two countries.