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US Wine Trade Alliance warns of potential tariffs on european alcohol imports

US businesses advised to halt shipments amid threat of 200% tariffs in response to EU's planned tariffs on US goods

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The US Wine Trade Alliance (USWTA) has issued a warning to its members regarding potential tariffs on European alcohol imports. The advisory, signed by Ben Aneff, was released on March 19. It urges U.S. businesses to halt all shipments of wine, spirits, and

beer from the EU. This recommendation comes in response to President Trump's threat of imposing 200% tariffs on EU alcohol. The threat is a reaction to the EU's planned tariffs on U.S. bourbon and other products, set to take effect on April 1.

The USWTA fears that the U.S. might retaliate with tariffs as early as April 2, using a rarely invoked trade law. The organization is working to secure exceptions for goods already in transit, but there is no guarantee. The potential disruption is significant, and the USWTA does not make this recommendation lightly.

Currently, no official notice has been published in the Federal Register. There remains a possibility that either the U.S. or the EU might withdraw from the confrontation. However, the risk of tariffs on goods arriving in the U.S. after early April is real. The USWTA is actively communicating with agency staff and Congress members to provide updates as they become available.