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WSWA sounds alarm on new tariffs

Trade association warns of economic fallout and disrupted supply chains

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The Wine & Spirits Wholesalers of America (WSWA) issued a formal statement on April 3, 2025, addressing concerns over new tariffs announced by President Trump. The trade measures are expected to impact the wine and spirits sector, particularly U.S. wholesalers, by increasing costs and disrupting supply chains.

In the statement, WSWA expressed apprehension about the economic impact of these tariffs on American businesses and consumers. The organization noted that while the industry has demonstrated resilience in past market disruptions, the imposition of

tariffs introduces a level of uncertainty that could lead to higher prices and limited product availability. WSWA emphasized that these changes will likely be felt by consumers through increased retail prices and fewer product choices, particularly in the beverage alcohol and hospitality industries.

WSWA called for constructive engagement between U.S. and international trade officials to pursue fair and reciprocal trade policies. The organization warned that tariffs and other trade barriers undermine long-standing partnerships and stall economic progress on both sides of the Atlantic. The group urged its international counterparts to encourage their governments to enter negotiations aimed at restoring stable trading conditions.

The association reaffirmed its commitment to supporting policies that promote economic growth, job creation, and consumer access to a wide range of wine and spirits. WSWA said it will continue to work with lawmakers to preserve the integrity of the American marketplace and protect the interests of wholesalers, suppliers, and consumers amid shifting trade dynamics.