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# US and EU continue talks on wine tariffs as industry groups push for relief

Ongoing negotiations leave European wines facing 15 percent tariff, impacting American businesses and transatlantic trade relations

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Negotiations between the United States and the European Union over tariffs on wine and agri-food products remain ongoing, with both sides signaling that discussions are not yet closed. As of now, European and Italian wines, along with a range of other

agricultural products, face a 15% tariff when entering the U.S. market. This measure is part of a broader set of reciprocal tariffs that have affected transatlantic trade in recent years.

The latest joint statement from U.S. and EU officials confirmed the current tariff structure but left open the possibility for further exemptions. Sources familiar with the talks on both sides of the Atlantic indicate that while the process is complex, there is still hope for additional products to be added to the exemption list.

In the United States, industry groups such as the US Wine Trade Alliance have been vocal in their opposition to tariffs on imported wine. The Alliance points out that wine is central to the operations of hundreds of thousands of American businesses, including restaurants, retailers, importers, and distributors across all 50 states. They argue that many family-owned businesses rely on revenue from European wine sales, which support jobs and economic activity nationwide.

The Alliance has also received support from major national wine producer organizations. Together, they have urged the U.S. administration to reconsider tariffs on imported wine, stating that such measures harm American businesses without providing meaningful protection to domestic producers. The group remains optimistic about ongoing negotiations and continues to advocate for wine’s inclusion in any future rounds of tariff relief.

On the European side, Italian officials have echoed these concerns. Following the announcement of the latest agreement, Italy’s government reaffirmed its commitment to working with the European Commission and other EU member states to expand the list of exempted product sectors in upcoming negotiations. The focus remains on agri-food products, which are seen as vital to both European exports and American consumers.

Adolfo Urso, Italy’s Minister for Enterprise and Made in Italy, addressed the issue at a recent event in Rimini. He acknowledged that the 15% tariff presents a significant challenge for Italian companies but expressed confidence in their ability to compete based on quality and uniqueness—attributes he believes American consumers value highly. Urso emphasized that while an agreement has been reached for industries such

as automotive, semiconductors, and pharmaceuticals, further work is needed to secure similar certainty for food and wine producers.

The ongoing negotiations reflect broader tensions in transatlantic trade policy but also highlight areas where both sides see potential for compromise. For now, European wine exporters must contend with higher costs when selling to American buyers, while U.S. businesses that depend on these imports face increased prices and potential disruptions.

Industry representatives continue to press their case in Washington and Brussels, arguing that reducing or eliminating tariffs on wine would benefit businesses and consumers alike without undermining domestic production. As talks continue in the coming months, stakeholders on both sides will be watching closely for signs of progress toward a more favorable trading environment for wine and agri-food products.