vinetur

Félix Solís Avantis Hits €420 Million Revenue Despite 15% U.S. Tariffs on Spanish Wine

Record results driven by global exports and premium wine launches as company eyes new markets and navigates rising costs

Friday, April 10, 2026



Félix Solís Avantis, one of Spain’s largest wine producers, closed its 2025 fiscal year with record results, reaching approximately €420 million in revenue. This figure represents a 5% increase compared to 2024, when the company reported €400 million.

According to Félix Solís Ramos, the company's General Manager of Commercial and Marketing, profits also saw a slight rise over last year's €27.3 million. These preliminary results come despite ongoing tariffs imposed by the United States on Spanish wines.

The U.S. currently applies a 15% tariff on Spanish wine imports, a measure that has affected many European producers. However, Félix Solís Avantis exports to nearly 130 countries and generates more than half of its revenue from international markets. The company has managed to prevent the tariff increase from being passed on to consumers in the U.S., where it operates a dedicated subsidiary. Solís Ramos emphasized that while tariffs are always a concern for exporters, the company remains optimistic that rates could be reduced to 10% in the near future.

The U.S. market remains crucial for Félix Solís Avantis, but recent developments in international trade have also brought new opportunities. The Mercosur agreement, which opens access to a market of over 700 million consumers in South America, is seen as a significant positive step for the Spanish wine sector.

While geopolitical tensions in the Middle East have not directly impacted Félix Solís Avantis due to limited exports in that region, indirect effects are being felt. Rising costs for raw materials and increased fuel prices for transportation have started to affect the company's bottom line. As a result, there is uncertainty about pricing strategies for 2026. The company has so far maintained stable prices at origin but warns that further cost increases may eventually need to be reflected in consumer prices.

In response to changing consumer preferences, Félix Solís Avantis recently launched a new range of wines in collaboration with model and entrepreneur Valeria Mazza. The 'Finca Valeria' line includes both white and rosé wines and targets the premium segment with fresh, light, and accessible options priced between €16 and €20 per bottle. This move aligns with current trends showing increased demand for white and rosé wines while red wine consumption declines. The new range will be available in restaurants and supermarkets in Spain and will also be exported to other countries.

Félix Solís Avantis continues to adapt its strategy to global market conditions while seeking growth through innovation and international expansion. The company's ability to navigate trade barriers and shifting consumer tastes has contributed to its strongest

financial performance to date.