



July 2, 2025

President Donald J. Trump
The White House
1600 Pennsylvania Avenue NW
Washington, D.C. 20500

Dear President Trump,

On behalf of the American Craft Spirits Association, American Distilling Institute, Distilled Spirits Council of the United States, Independent Restaurant Coalition, National Association of Beverage Importers, Wines and Spirits Shippers Association, Wine and Spirits Wholesalers of America, we applaud your strong and bold leadership to secure better trade deals and to stand up to unfair foreign trade practices. Your commitment to opening foreign markets has already delivered real results for U.S. spirits exporters to India. As you continue to negotiate with the European Union, we want to draw your attention to a proposal that we believe will immediately benefit the entire U.S. hospitality industry.

First, the proposed Agreement to Support the U.S. Hospitality and Spirits Sectors would return to the longstanding fair and reciprocal, zero-for-zero, tariff agreement on spirits between the U.S. and the EU. This will protect the U.S. spirits sector from any future EU retaliatory tariffs on U.S. spirits and support U.S. job growth. Between 2018-2022, the EU imposed a retaliatory tariff on American Whiskeys in the steel and aluminum dispute, which resulted in a 20% decrease in American Whiskey exports to the EU, the largest export market for American Whiskeys. For the long-term stability of our industry, it is vital that we ensure the EU commits not to reimpose tariffs on U.S. spirits.

Securing zero-for-zero on US and EU spirits is also critical to support U.S. jobs in the hospitality sector, which is negatively impacted by U.S. tariffs on EU spirits. The U.S. hospitality sector employs over 15 million Americans and is a critical engine of the U.S. economy. However, it faces serious challenges, including high unemployment and tight margins, which are further compounded by business and economic uncertainty. For full-service restaurants, alcohol sales account for approximately 21% of their total sales, and distilled spirits make up around 45-50% of these sales. Ensuring access to a diverse range of distinctive spirits is crucial to the health of this sector and the millions of jobs it supports.

In addition, securing fair and reciprocal trade in spirits is strongly supported by consumers and workers throughout the U.S. hospitality industry. Over 19,000 Americans have weighed in to express their support for fair and reciprocal trade in spirits and wine through efforts led by the Toasts Not Tariffs Coalition, which comprises 57 national and state-level associations representing the entire three-tiers of the U.S. alcohol industry.

The proposed U.S.-EU agreement would also include three important components that will support the long-term growth of the U.S. spirits industry, and the agriculture community that underpins it:

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1. Secure an agreement on best practices for labeling and certification of distilled spirits. This will provide regulatory clarity to U.S. spirits exporters to the EU.
2. Expand the list of distinctive products for certain U.S. spirits. This will provide much-needed protections for key categories of U.S. spirits exports.
3. Establish a U.S. and EU Working Committee to address shared concerns about discriminatory tariff and non-tariff barriers to spirits in third-country markets. This joint work will help reduce trade barriers for U.S. spirits exporters in these new markets.

We are grateful for your leadership and for the opportunity to share our views. Our organizations stand ready to support your administration in advancing policies that grow U.S. exports and protect American jobs, from grain to glass.

Sincerely,



Margie A.S. Lehrman
Chief Executive Officer
American Craft Spirits
Association



Eric Owens
President
American Distilling
Institute



Chris R. Swonger
President and CEO
Distilled Spirits Council
of the U.S.



Erika Polmar
Executive Director
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Robert M. Tobiasen
President
National Association of
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Alison Leavitt
Managing Director
Wine and Spirits
Shippers Association



Francis Creighton
President & CEO
Wine & Spirits Wholesalers
of America

CC:

Ambassador Jamieson Greer, United States Trade Representative
Secretary Howard Lutnick, United States Department of Commerce
Secretary Scott Bessent, United States Department of the Treasury

Enclosure:

An Agreement to Support the U.S. Hospitality and Spirits Sectors