

MERCOSUR

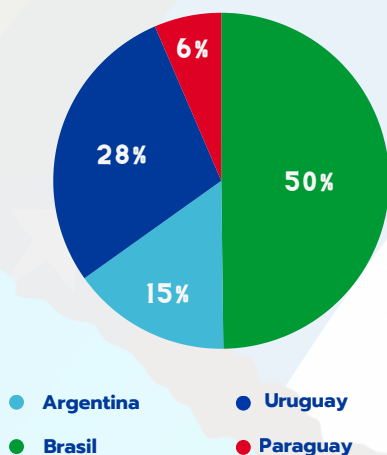
A PROMISING MARKET FOR EU SPIRITS



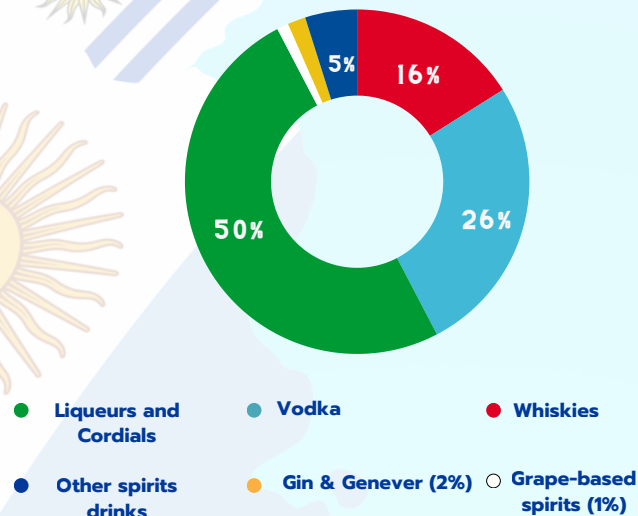
€ 78 368 756

EU SPIRITS EXPORTS TO MERCOSUR IN 2025

EU SPIRITS EXPORTS TO MERCOSUR COUNTRIES BY DESTINATION IN 2025



KEY EU SPIRITS CATEGORIES EXPORTED TO MERCOSUR COUNTRIES IN 2025



OVERVIEW OF THE KEY BENEFITS OF THE EU-MERCOSUR FTA FOR SPIRITS



With a population of 280 million inhabitants, Mercosur countries offer great growth potential. Now that the Agreement is provisionally applied, it will help bring down barriers on both sides and open the Mercosur market to EU high-quality spirits.

THE EU - MERCOSUR AGREEMENT WILL HELP US SEIZE THE OPPORTUNITIES OFFERED BY THIS PROMISING MARKET

- ✓ **TARIFF LIBERALISATION** - Full gradual import tariff elimination for all EU spirits over a period of 4 years from entry into force of the agreement.
- ✓ **WINE & SPIRITS ANNEX** - Trade facilitation measures for wine & spirits through labelling provisions and greater protection against counterfeiting by preventing the removal of lot codes.
- ✓ **PROTECTION OF SPIRITS GEOGRAPHICAL INDICATIONS** - Leading spirits GIs (such as Irish whiskey, Swedish vodka, Polish vodka, Cognac) will be recognised & protected and the use of pre-existing trademarks with GI names will be better controlled.
- ✓ **LEVEL PLAYING FIELD WITH LOCAL SPIRITS** - The agreement will ensure that domestic & imported products are treated fairly and equally, in line with GATT Article III.
- ✓ **USE OF REGIONAL HUBS** - The rules of origin agreement will allow the use of regional hubs by EU exporters.

TRADE WITH MERCOSUR COUNTRIES: A DRIVER OF SUSTAINABILITY



The agreement with Mercosur binds both sides to the **Paris Agreement**, promotes the implementation of several **environmental commitments** and offers a unique platform to address sustainability challenges effectively. Commitments on **workers' rights and environmental protection** will be enforceable through a dispute settlement mechanism that foresees civil society organisations' role and calls on the expertise of international bodies, whose reports and recommendations must be made public.

SPIRITS & SUSTAINABILITY COMMITMENTS IN BRAZIL

As a responsible and environmentally-conscious sector, we stand ready to continue and lead efforts to increase sustainable development and reduce our waste & carbon footprint, in line with SDG objective 12.



GLASS IS GOOD

In 2024, this project, which involves leading beverages companies like Diageo & Pernod Ricard & their wider supply chains, reached a record volume of 68 thousand tons of recycled glass (288 thousand tons since the launch in 2011).

REDUCTION OF WATER CONSUMPTION

Since 2015, leading beverages manufacturer Pernod Ricard Brasil has reduced its water consumption by 22.5% and led several local campaigns.

ECOGESTO

Project of ABRABE, the Brazilian Beverage Association, to help increase waste collection & management through capacity building, educational activities and support to local waste collection cooperatives. Since its creation in 2016, the project has enabled the recycling of 229 thousand tons of packaging.