



SPRITSEUROPE URGES FULL RETURN TO EU-US ZERO-FOR-ZERO FOR SPIRITS

Brussels, 7 August 2025 – As of this morning, EU spirits exports to the US are subject to a 15% import tariff. spiritsEUROPE regrets that the EU-US political agreement has, for now, failed to secure the long-overdue restoration of the zero-for-zero framework for spirits.

“We welcome the broader principle of an agreement to de-escalate trade tensions and provide greater predictability to businesses,” said Hervé Dumesny, Director General of spiritsEUROPE. *“While we thank the European Commission for its ongoing efforts to include spirits in the list of exemptions, the failure thus far to reinstate zero-for-zero for our products is a missed opportunity. The continued application of US tariffs on EU spirits, now at 15%, places our products at a substantial competitive disadvantage, limits consumer choice, and undermines investment and growth in our sector on both sides of the Atlantic.”*

Originally agreed in 1997, the zero-for-zero arrangement eliminated tariffs on virtually all spirits traded between the EU and the US. It proved to be a powerful engine of economic exchange, boosting transatlantic spirits trade by 450% between 1997 and 2018, spurring cross-investment, and strengthening the cultural and economic bonds between our two sectors. European spirits enjoy strong demand among American consumers, driving substantial growth and job creation both in US retail and hospitality and in the EU regions where these products are made.

“This situation remains unbalanced and unsustainable,” Hervé Dumesny added. *“We call on both the EU and the US to stay engaged at the negotiating table and secure the full restoration of the zero-for-zero framework as soon as possible. This must include the permanent removal of US tariffs on EU spirits and the complete repeal of any suspended EU retaliatory measures on US spirits. A truly tariff-free environment is essential to unlock the full potential of our shared industry and safeguard the many jobs it supports, from farmers and distillers to logistics, retail and hospitality across the Atlantic.”*

spiritsEUROPE stands ready to work constructively with the European Commission, US counterparts, and our industry partners to achieve a durable, balanced, and tariff-free solution that reflects the longstanding spirit of EU-US cooperation in our sector.

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Note to editors

- **Contact person: Hervé Dumesny**, Interim Director General – dg@spirits.eu – Mobile: +33 6 74 68 10 72
- spiritsEUROPE is the representative body for the spirits industry at European level comprising 31 associations and 11 international companies: www.spirits.eu.
- **A Spirit of Unity** – A flourishing sector marked by strong transatlantic ties: click [here](#)

Background Information:

On 27 July 2025, European Commission President Ursula von der Leyen and US President Donald J. Trump announced a bilateral agreement on tariffs and trade. As part of its implementation, President Trump signed an Executive Order on 31 July 2025 (accessible [here](#)), establishing a 15% tariff ceiling on imports of EU products into the US. While discussions between the EU and the US continue regarding a Joint Statement and possible product-specific exemptions, EU spirits remain subject to the 15% import tariff.