



SPIRITSEUROPE URGES SWIFT RATIFICATION OF EU-MERCOSUR & EU-MEXICO DEALS

Brussels, 3 September 2025 – spiritsEUROPE welcomes today's adoption of the EU-Mercosur and EU-Mexico Free Trade Agreements (FTAs) and calls on the Council to approve their signature as a matter of priority. These agreements represent a long-awaited breakthrough for companies on both sides of the Atlantic and will reinforce the EU's role as a reliable trade partner amid mounting global economic and geopolitical challenges.

"After 25 years of negotiations, the EU-Mercosur agreement stands as one of the most ambitious trade deals ever concluded by the EU," said spiritsEUROPE Director General Mark Titterington. *"For the EU spirits sector, it offers a critical opportunity to expand market access, secure strong protection for our Geographical Indications, and foster regulatory cooperation with Brazil, Argentina, Paraguay, and Uruguay. Every month of delay is a missed opportunity for growth and jobs in Europe's rural communities, which is why we call for its swift ratification and entry into force."*

Once implemented, both agreements will facilitate trade and expand consumer choice. The EU-Mercosur deal in particular will eliminate tariffs of up to 35% in key markets, reduce non-tariff barriers, and provide logistical and regulatory flexibility for European exporters. It includes protections for over 350 EU spirits GIs while respecting Mercosur counterparts' GIs, and offers a first-mover advantage to EU exporters if ratified quickly. Meanwhile, the EU-Mexico agreement will reinforce existing strong ties between the two regions, which are both significant spirits producers.

Following today's announcement, spiritsEUROPE urges policymakers in both regions to ratify the EU-Mercosur and EU-Mexico deals without delay, unlocking their full potential for economic growth, rural jobs, and resilient, outward-looking trading relationships.

ENDS



Note to editors

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- spiritsEUROPE is the representative body for the spirits industry at European level comprising 31 associations and 11 international companies: www.spirits.eu.
- The benefits of the EU-Mercosur Partnership Agreement for the EU spirits industry can be found [here](#).
- The benefits of the EU-Mexico Modernised Global Agreement for the EU spirits industry can be found [here](#).

Background Information:

After 25 years of negotiations, a successful political agreement was reached between the EU and four founding members of Mercosur (Argentina, Brazil, Paraguay and Uruguay) in December 2024.

Today, the European Commission has put forward its proposals to the Council for the signature and conclusion of the EU-Mercosur Partnership Agreement (EMPA) and the EU-Mexico Modernised Global Agreement (MGA).