



## PRESS RELEASE

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**FIVS “The Voice of Wine” calls on governments to keep wine out of trade disputes that have nothing to do with our sector. Tariffs benefit no-one.**

Increased tariffs, which are threatened or being introduced for many sectors, including wine, increase costs for consumers and businesses at every level of production, radically alter supply chains and markets. They create economic uncertainty that results in layoffs, deferred investments, and price increases across entire markets.

Wine has been traded for thousands of years across country boundaries, and consumers worldwide enjoy the unique characteristics of wine made from regional grape varieties and different terroirs and climates.

The global wine industry benefits from open markets. For more than 25 years, FIVS has been working to ensure that wine can be traded freely. Over that time, global wine trade has increased by around 40%.

According to the International Organisation of Vine and Wine (OIV), around 45% (or 2 in every 5 bottles) of wine sold in 2023 was consumed outside its country of origin<sup>1</sup>.

**Julie Hesketh-Laird, Chief Executive of FIVS said:**

*“We urge governments to stop using tariffs on wine as leverage on other issues. Wine along with other sectors has found itself in the crosshairs of recent geopolitics.*

*“For far too long, wine has been an easy target, and we call on policy makers to put an end to this practice.*

*“Consumers, wherever they are, deserve access to the most diverse choice of wine, the world’s most cherished and culturally significant drink.*

*“Wine is inherently connected to its place of origin - its production can’t be moved to another country to avoid a tariff.*

*“Tariffs are in no one’s interests; neither farmers or vintners nor wine producers, their suppliers or retailers. Most of all, they limit consumer choice.*

*“It’s time to let wine companies and customers focus on what they do best; creating and enjoying the unique and diverse products the global wine sector offers.”*

**ENDS**

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<sup>1</sup> [https://www.oiv.int/sites/default/files/2024-04/2024\\_OIV\\_April\\_PressConference\\_PPT.pdf](https://www.oiv.int/sites/default/files/2024-04/2024_OIV_April_PressConference_PPT.pdf)

## **Notes for Editors**

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FIVS is THE global voice of wine and associated sectors, the international wine federation. FIVS advocates to ensure an operating environment free from distorting barriers.

FIVS membership comprises of 50 leading wine companies and trade bodies from 19 countries, accounting for more than 85% of global wine production.