**MEDIA CONTACT FOR IMMEDIATE RELEASE**

[YOUR MEDIA CONTACT NAME] X/XX/XXXX

[MEDIA CONTACT INFORMATION]

**[YOUR COMPANY NAME] REMAINS STRONGLY OPPOSED TO TARIFFS ON EUROPEAN-ORIGIN WINE AND SPIRITS**

*As a member of the Wine & Spirit Wholesalers of America, [YOUR COMPANY NAME] stands in strong opposition of the Office of the United States Trade Representative and the continuation of a 25 percent tariff on EU wines and spirits*

**[YOUR CITY], XX/XX/XXXX–** [YOUR COMPANY NAME] announces its strong opposition to the Office of the United States Trade Representative’s (USTR) decision that the current 25 percent tariff on EU Wine and Spirits will remain on the list of “carousel retaliation” – meaning that tariffs will be applied to a rotating list of European products every 180 days.

[EXECUTIVE QUOTE HERE ON HOW THE TARIFFS HAVE IMPACTED YOUR BUSINESS/ WHY IT IS BAD FOR BUSINESS – EX. “These tariffs have added another layer of uncertainty for an industry trying to navigate its way out of a pandemic. Our employees, hard working men and women of this community, are at risk of losing their jobs because under the current conditions, our EU product portfolio is no longer competitive in a local and global marketplace.”]

Since October 2019, U.S. wine and spirit wholesalers and the industry at large have experienced the unintended consequences of a trade dispute between the United States and the European Union outside of the beverage alcohol industry – leading to loss of revenue, hiring freezes and general uncertainty.

A new study released from the Wine & Spirits Wholesalers of America (WSWA) outlines the potential consequence of these tariffs as they are currently understood, without accounting for the compounding impact of the COVID-19 pandemic on the hospitality industry or an expansive expanded list of affected products.

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| **Product** | **Wholesaler Jobs Lost** | **Industry-Wide Jobs Lost** | **Industry-Wide Wages Lost** | **Loss in U.S. Economic Activity** |
| Wine | 1,000 | 36,460 | $1,450 M | $3,094.5 M |
| Italian StillWine*(proposed)* | 500 | 18,610 | $753.1 M | $2,135.4 M |
| Whiskey | 1,350 | 41,880 | $1,723.1 M | $6,027 M |
| Cordials | 460 | 14,230 | $582.7 M | $2,040.6 M |
| **Total** | **2,810** | **92,570** | **$3,755.8 M** | **$11,162.1 M** |
| **Total *(including Italian still wines)*** | **3,310** | **111,180** | **$4508.9 M** | **$13,297.5 M** |

[CALL TO ACTION QUOTE PREASSURING THE EU AND U.S. TRADE OFFICIALS TO MAKE A DEAL]

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