



TARIFFS ON WINE AND SPIRITS: CURRENT IMPACT & FUTURE THREATS

How tariffs could be a knock-out blow to hospitality industry working to bounce back from COVID-19 shutdowns

WEDNESDAY, JULY 22, 2020



MICHELLE KORSMO

PRESIDENT AND CEO



NEW STUDY FINDS TARIFFS COULD DEAL KNOCK OUT BLOW TO U.S. ALCOHOL INDUSTRY

3,000
FAMILY-OWNED
WINE AND
SPIRITS
WHOLESALE
JOBS LOST

93,000
U.S. BEVERAGE
ALCOHOL
INDUSTRY JOBS
LOST

\$3.8 BILLION IN
U.S. BEVERAGE
ALCOHOL
INDUSTRY WAGES
LOST

\$11 BILLION IN
U.S. ECONOMIC
ACTIVITY LOST

ECONOMIC IMPACT OF CONTINUED 25% TARIFFS ON THE U.S. WINE AND SPIRITS INDUSTRY

#TARIFFSTAKEJOBS

	WHOLESALE JOBS LOST	INDUSTRY JOBS LOST	INDUSTRY WAGES LOST	U.S. ECONOMIC ACTIVITY LOST
WINE	1,000	36,460	\$1,450 M	\$3,094.5 M
ITALIAN STILL WINES	500	18,610	\$753.1 M	\$2,135.4 M
WHISKEY	1,150	41,880	\$1,723.1 M	\$6,027 M
CORDIALS	460	14,230	\$582.7 M	\$2,040.6 M
TOTAL	2810	92,570	\$3,755.8 M	\$11,162.1 M
TOTAL (ITALIAN STILL WINE)	3,310	111,180	\$4,508.9 M	\$13,297.5 M



U.S. REP.
STEPHANIE MURPHY
(D-Florida)



ERIC BRANSTAD

MANAGING DIRECTOR

Mercury.

Eric Branstad is a Managing Director in Mercury's Iowa office, where he specializes in government relations, public affairs, negotiation consulting, international trade, political strategy, and earned media.

Branstad most recently served as Senior White House Advisor at the U.S. Department of Commerce, where he was the chief aide for United States Department of Commerce Secretary Wilbur Ross. In this role, Branstad worked directly with other Department officials and was responsible for special projects as directed by the President, Vice President and other White House agencies. Branstad also previously served as Liaison to the Nation's Governors for the 58th Presidential Inaugural Committee.



BURTON MAY

EVP PORTFOLIO MANAGEMENT



Burton May is currently EVP Portfolio Management for Opici Family Distributing. Burton has held various senior sales positions within the company for the past 20 years.

Prior to joining Opici he was the Eastern Regional Manager for Beringer Wine Estates. He began his career in the Wine & Spirits industry working in the retail sector for Zachys Wine & Liquor in Scarsdale, NY.



After attending UNO's Hotel, Restaurant, and Tourism program, David worked in the restaurant industry, as the Assistant GM and wine buyer at Susan Spicer's former restaurant, Cobalt, in New Orleans. That experience lead to a job working in sales on the retail side of the wine business, at Martin Wine Cellar. He joined Uncorked in 2005, and currently serves as Partner and VP. Working alongside Nick, David handles many of the supplier-related issues for Uncorked. David had the good fortune to live in Switzerland and travel through many of the wine regions of Europe.

DAVID KENNEY

PARTNER & VP





KAREN BETTS

CEO

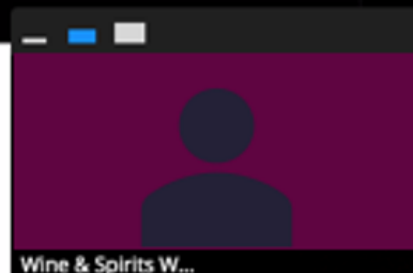


Karen Betts was appointed as CEO of the SWA in May 2017, after a 16-year career in the Foreign & Commonwealth Office (FCO).

Karen held a variety of posts in London and overseas with the FCO. Most recently, she was British Ambassador in Morocco. She was also Counsellor to the British Embassy in Washington, and held roles at the UK's Permanent Representation to the EU in Brussels and the British Embassy in Baghdad. In London, she served in the Cabinet Office and the Joint Intelligence Committee, as well as in a variety of roles in the Foreign Office.

Prior to joining the FCO, Karen worked as a lawyer for Clifford Chance in London and Hong Kong. She studied law at the College of Law in Guildford and history at St. Andrews University.

Karen is an Adviser to the UK Government's Board of Trade, the Chair of the CBI's International Trade and Investment Council, a member of the Scottish Government's Trade Board and a Trustee of Raleigh International.



Q & A

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THANK YOU!

MEDIA INQUIRIES: SEND FOLLOW UP QUESTIONS TO
MICHAEL BILELLO AT MICHAEL@WSWA.ORG

INTERESTED IN **BECOMING A WSWA MEMBER?** CONTACT CATHERINE
MCDANIEL AT CATHERINE@WSWA.ORG.

