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

3,000 FAMILY-OWNED WINE AND SPIRITS WHOLESALE INDUSTRY 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
#TariffsTakeJobs

<table>
<thead>
<tr>
<th></th>
<th>Wholesaler Jobs Lost</th>
<th>Industry Jobs Lost</th>
<th>Industry Wages Lost</th>
<th>U.S. Economic Activity Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>1,000</td>
<td>36,460</td>
<td>$1,450 M</td>
<td>$3,094.5 M</td>
</tr>
<tr>
<td>Italian Still Wines</td>
<td>500</td>
<td>18,610</td>
<td>$753.1 M</td>
<td>$2,135.4 M</td>
</tr>
<tr>
<td>Whiskey</td>
<td>1,150</td>
<td>41,880</td>
<td>$1,723.1 M</td>
<td>$6,027 M</td>
</tr>
<tr>
<td>Cordials</td>
<td>460</td>
<td>14,230</td>
<td>$582.7 M</td>
<td>$2,040.6 M</td>
</tr>
<tr>
<td>Total</td>
<td>2,810</td>
<td>92,570</td>
<td>$3,755.8 M</td>
<td>$11,162.1 M</td>
</tr>
<tr>
<td>Total (Italian Still Wine)</td>
<td>3,310</td>
<td>111,180</td>
<td>$4,508.9 M</td>
<td>$13,297.5 M</td>
</tr>
</tbody>
</table>
U.S. REP.
STEPHANIE MURPHY
(D-Florida)
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 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.
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

UNFORTUNATELY, WE CAN ONLY ACCEPT WRITTEN QUESTIONS SUBMITTED THROUGH THE ZOOM APP.

PLEASE FIND THE “Q&A” BUTTON AT THE BOTTOM OF YOUR SCREEN TO BRING UP A CHAT BOX AND SUBMIT YOUR QUESTION.
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.