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## Bottoms Up or Belly Up? Tariffs on Alcohol Will Raise Prices on Everything from Spirits to Beer Cans

U.S. trade with Canada, Mexico and the European Union (EU) is vital, especially for the beer, wine and spirits industries. Newly imposed tariffs – 25% on steel, aluminum and goods from Mexico and Canada, plus a proposed 200% tariff on EU wine – could raise prices on production costs, packaging and imported alcohol. With Mexico supplying 80% of imported beer and the United States dependent on foreign steel and aluminum, small-town liquor stores and consumers will pay the price as costs rise and families are forced to cut back.

Here's what experts say will be impacted by the upcoming tariffs:

### Imports:



In 2024, the United States imported **\$5.2 billion worth of tequila** and **\$93 million worth of mezcal from Mexico**, along with **\$622 million in Canadian spirits** and nearly **\$5.7 billion worth of wine from the European Union**.<sup>1 2</sup>

### Local Breweries and Beer:



Local craft breweries are increasing in price by a dollar or two for four cans to offset aluminum costs.<sup>3</sup>

A 25% tariff could increase the price of imported beer such as Modelo Especial and Corona by **4% to 12%**.<sup>4</sup>

Aluminum and steel tariffs of 25% may increase prices by **\$2 a case** while the price of a single pallet of aluminum cans could **increase by nearly \$300**, passing off the increased expense to the consumer.<sup>5 6</sup>

### Wine:



A **200% tariff on European wines** could raise the price of a **\$15 bottle of Italian Prosecco to \$45** and would almost double the cost of a **\$50 bottle of Champagne to \$90**.<sup>7 8</sup>

### Job Losses:



A 25% tariff on distilled spirits imports from Mexico and Canada could lead to a loss of more than **31,000 U.S. jobs**.<sup>9</sup>

<sup>1</sup> <https://www.euronews.com/business/2025/03/13/european-alcohol-industry-faces-13bn-blow-from-trumps-200-tariffs>

<sup>2</sup> <https://www.nbcnews.com/politics/economics/trump-puts-tariffs-thousands-goods-canada-mexico-risking-higher-prices-rcna194542>

<sup>3</sup> <https://www.kxan.com/news/texas-politics/new-aluminum-tariffs-could-raise-the-price-of-a-six-pack-of-beer/>

<sup>4</sup> <https://www.forbes.com/sites/sap/2025/03/10/aluminum-and-steel-tariffs-what-do-you-mean-my-beer-will-cost-more/>

<sup>5</sup> <https://www.wsj.com/business/trump-tariffs-alcohol-trade-war-d288613a?st=nmqtCv>

<sup>6</sup> <https://apnews.com/article/trump-tariffs-eu-whiskey-cb259623a25ca1bfdb4673262ceef85b>

<sup>7</sup> <https://www.wsj.com/business/trump-tariffs-alcohol-trade-war-d288613a?st=nmqtCv>

<sup>8</sup> <https://www.wsj.com/business/trump-tariffs-alcohol-trade-war-d288613a?st=nmqtCv>

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