
Trump threatens 200% tariff on French and EU Spirits



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U.S. President Donald Trump has announced plans to impose a 200% tariff on French wines, champagnes, and other European alcoholic beverages in response to the European Union's decision to reinstate import taxes on American whiskey.

Trump called the EU “one of the most hostile and abusive taxing authorities” and warned that if

the 50% tariff on American whiskey is not lifted immediately, the U.S. will retaliate with steep duties on European alcohol. Commerce Secretary Howard Lutnick confirmed that Trump was “totally annoyed” by the EU’s actions and that additional reciprocal tariffs will be announced in April.

The European Commission defended its decision, stating that the new tariffs are a response to U.S. duties on steel and aluminum. “The countermeasures we take today are strong but proportionate,” said Commission President Ursula von der Leyen.

Trump’s tariff threat sent shockwaves through the European liquor market, with shares of major brands such as LVMH, Remy Cointreau, and Pernod Ricard experiencing sharp declines. The impact extended to the U.S., where Jack Daniels parent company Brown-Forman saw a significant drop in stock value.

With both sides escalating their trade dispute, tensions between the U.S. and the EU continue to rise, raising concerns over the broader economic impact of the tariffs.