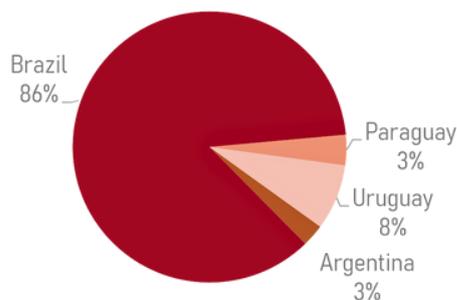


Unlocking growth: Why the EU-Mercosur Trade Agreement matters for European wine

The European Committee of Wine Companies (CEEV) supports the ratification of the EU-Mercosur Trade Agreement to boost EU wine companies' competitiveness, protect wine heritage and diversify export markets.

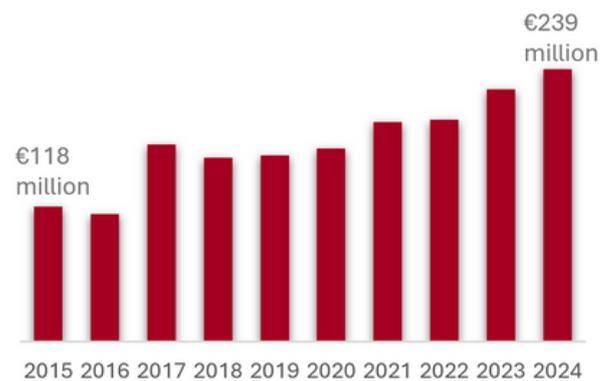
In 2024, EU wine exports to Mercosur reached €238 million – only 1.3% of total EU wine exports, highlighting untapped market potential.

Main destinations of EU wine exports to Mercosur (2024, in value)



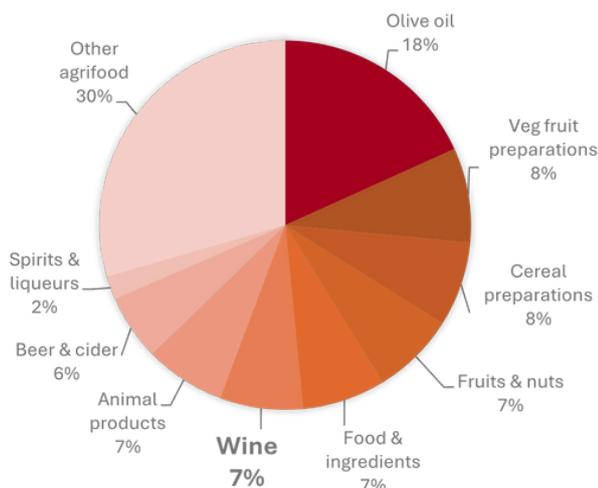
Brazil alone accounted for **€205 million** in 2024.

Evolution of EU wine and aromatised wine products exports to Mercosur



EU wines exports to Mercosur have **doubled in 10 years**, yet the full market potential remains untapped due to tariff and non-tariff barriers.

Top EU agri-food exports to Mercosur (2024)



The deal could boost EU agri-food exports to Mercosur by **nearly 50%**, especially benefiting wine and aromatised wine products.

KEY BENEFITS OF THE EU-MERCOSUR TRADE AGREEMENT FOR EU WINE EXPORTS

- Diversified export markets
- Expanded market reach
- Trade facilitation
- Protection of EU GIs
- Gradual tariff elimination
- Equal market access

Thanks to the EU-Mercosur trade deal, **EU wine exports will benefit from:**

— DIVERSIFIED EXPORT MARKETS

Amid rising global trade tensions, Mercosur offers a strategic opportunity for EU wine exporters to diversify beyond traditional markets and strengthen long-term resilience.

— EXPANDED MARKET REACH

The agreement opens direct access to Mercosur's 270 million population, creating huge growth opportunities for EU wines – Brazil alone accounts for 212 million people.

— TRADE FACILITATION

The agreement cuts red tape, simplifies import procedures and removes major non-tariff barriers – like divergent oenological practices, testing rules and certification requirements – making it a true game-changer for EU wine exports.

— PROTECTION OF EU GEOGRAPHICAL INDICATIONS

A total of 145 EU wine GIs will be safeguarded, ensuring recognition of iconic wine denominations of origin such as Port, Champagne, Prosecco or Jerez.

— GRADUAL TARIFF ELIMINATION

EU wines face tariffs of up to 35% in Argentina and 18% in Brazil, Paraguay, and Uruguay. The new trade deal will progressively phase these out, boosting EU wine competitiveness.

— EQUAL MARKET ACCESS

Tariffs on EU wine exports will fall to 0%, aligning the EU's market access conditions with those of main competitors: Chile (39% of exports in value) and Argentina (19%). This will create equal opportunities for EU wines, enhancing their competitiveness.

€ 43.7 MILLION

= the total **tariffs** faced by EU wine companies in 2024 to access Mercosur markets



ABOUT CEEV

Comité Européen des Entreprises Vins (CEEV) represents the European Union wine, aromatised wine and vinegar companies. It brings together 25 national organisations from 13 EU Member States, plus Switzerland, UK and Ukraine, as well as a consortium of 4 leading European wine companies.

The companies represented by CEEV, mainly SMEs, produce and market the vast majority of quality European wines, both with and without a geographical indication, and account for over 90% of EU wine exports.

CEEV - The voice of the EU wine companies | www.cee.eu

ABOUT THE EU WINE SECTOR

The EU is the world leader in wine, representing:

- **3 million** full-time jobs
- **3.1 million** hectares of vineyard
- **€17.4 billion** extra-EU exports
- **€15.8 billion** positive trade balance



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