



Update: U.S. Tariffs on Canadian Goods & Canada's Response

Following is an update as of Monday, March 10, 2025 on the latest developments regarding the newly imposed U.S. tariffs on imports from Canada, the [Canadian federal](#) and provincial retaliatory responses, and [Wine Institute's February 2 press release](#).

Please note that the situation remains fluid and further actions or changes from both the United States and Canadian governments are possible. Given the potential impact on California Wines and the broader industry, we are closely monitoring the situation and will continue to keep you informed.

Federal Action:

<https://www.canada.ca/en/department-finance/news/2025/03/canada-announces-robU.S.t-tariff-package-in-response-to-unjU.S.tified-U.S.-tariffs.html>

Effective **Tuesday, March 4, 2025**, Canada will impose a 25% tariff on all U.S. wine, beer and spirits entering the country. This will not apply to goods already in transit at that time. Bulk Wine is also subject to the same tariff however Canadian importers who rely on U.S. bulk wine exports can request a rebate on paid import taxes. See [here](#) for additional information on the remission process request.

Provincial Updates:

Each province is taking different actions. Currently, we are aware that Ontario, Quebec, Alberta, Manitoba, Nova Scotia, Newfoundland, PEI, Yukon, Northwest Territories and New Brunswick and as of Monday March 10, British Columbia, the one province that had originally limited the removal to only Spirits from "Red States" has also ordered the removal of all U.S. wine, spirits and beer from retail shelves.

Summary of measures by province to date:

Ontario:

Premier Doug Ford has ordered the removal of U.S. wine, spirits and beer from LCBO shelves starting Tuesday, March 4, 2025. This policy extends to wholesale catalogues supplying Ontario's restaurants, grocery, and convenience channels. Once a

retailer depletes their existing inventory, they will no longer have access to U.S. wine, spirits and beer.

<https://www.doingbusinesswithlcbo.com/content/dbwl/en/basepage/home/updates/direction-to-implement-restrictions-on-u-s-products.html>

Implications for Promotions & Activations:

- All current promotions for U.S. products will be cancelled and suppliers refunded
- Future promotions and Vintages events are still under review pending timing and if the situation continues will likely be cancelled
- Food and Drink Spring Issue (April 30 in store) California wines advertising has been shifted to Summer 2025 (June 25 in store)
- All current U.S. wine tenders have been postponed
- Any open PO's that had not yet shipped have been cancelled

Quebec:

Premier François Legault announced U.S. wine, spirits and beer will be removed from SAQ shelves effective Tuesday, March 4, 2025. The government is also asking the SAQ to stop supplying U.S. wine, spirits and beer to grocery stores, agencies, bars and restaurants.

<https://www.montrealgazette.com/news/canada/article791422.html#storylink=cpy>

<https://www.quebec.ca/nouvelles/actualites/details/tarifs-douaniers-americains-priorite-protger-notre-economie-61388>

Implications for Promotions & Activations:

- All promotional commitments planned for U.S. wine, spirits and beer are cancelled (training, tastings, flyers, PromoPunch, custom floor, new arrivals, etc.) from Period 1 April 2025 to Period 7 September 2025.
- All orders accepted and not accepted by suppliers are cancelled

British Columbia:

Effective Monday March 10, Premier David Eby has ordered the B.C. Liquor Distribution Branch to immediately remove all U.S. wine, spirits and beer from its store shelves immediately and to stop any further purchases from suppliers

<https://www.cbc.ca/news/canada/british-columbia/b-c-bans-all-u-s-alcohol-at-government-stores-in-response-to-trump-tariffs-1.7479629>

Implications for Promotions and Activations:

- BCLS has paused all open U.S. tenders for wine
- BCLS has cancelled all promotional plans and programs for U.S. wines from March to September 2025
- Agent/importers are permitted to continue to sell inventory in the 3rd party warehouse to private retailers and restaurants but once this inventory is depleted, it cannot be re-ordered from the supplier.

Alberta:

On March 5, Alberta Premier Danielle Smith directed the Alberta Gaming, Liquor and Cannabis to make no further purchases of U.S. alcohol until further notice. The AGLC will no longer accept U.S. wine, spirits or beer and will remove those products from sale with AGLC's central warehouse, Connect Logistics Services (CLS), effective March 6, 2025, at 12:01 a.m. U.S. wine, spirits and beer will be shown as "out of stock" and will be unavailable for licensees to order. As of March 18, 2025, the AGLC revised this position and are now permitting agents to sell through remaining U.S. wine, spirits and beer to customers. Retailers may continue selling their remaining stock of U.S. wine, spirits and beer. AGLC will not accept these products back from retailers.

The AGLC announced it is waiving all warehouse storage fees from March to June 7th or until the ban order is rescinded by the provincial government.

<https://www.alberta.ca/release.cfm?xID=92904118A7FCF-91E5-9418-DC17F7588340E047>

Manitoba:

Manitoba Premier Wab Kinew announced that he had issued a directive to the Manitoba Liquor and Lotteries (MBLL) to stop the sale of U.S. wine, spirits and beer in the province. Effective March 4, the MBLL will be directed to pull U.S. wine, spirits and beer off the shelves of liquor marts and will stop ordering U.S. alcohol products.

<https://www.ctvnews.ca/winnipeg/article/manitoba-pulling-U.S.-liquor-off-shelves-amid-trade-war-premier/>

Implications for Promotions & Activations:

- It has been confirmed that the planned April Mini Brand Spotlight and Bonus Air Miles promotion for California wines will be canceled

Saskatchewan:

Saskatchewan Premier Scott Moe has announced the province's response to U.S. President Donald Trump's tariffs, including a moratorium on U.S. wine, spirits and beer. The Premier directed the Saskatchewan Liquor and Gaming Authority (SLGA), the main distributor of alcohol and sole licensing agent for the province's liquor stores, bars and restaurants, to stop buying U.S.-made wine, spirits and beer and stop selling its existing stock to retailers. He said private businesses will still be allowed to sell their remaining U.S. wine, spirits and beer inventory.

<https://www.saskatchewan.ca/government/news-and-media/2025/march/05/saskatchewan-to-halt-us-alcohol-and-procurement>

Nova Scotia:

The Nova Scotia provincial government premier Tim Houston has ordered the Liquor Commission (NSLC) to remove of all U.S. wine, spirits and beer from store shelves by Tuesday March 4, 2025.

<https://halifax.citynews.ca/2025/03/04/nova-scotia-hits-back-at-u-s-tariffs-with-procurement-limits-toll-hike-and-alcohol-ban/>

Implications for Promotions & Activations:

- Planned promotional programs for this spring are on hold
- The NSLC's planned visit to California in April was cancelled on March 17

New Brunswick:

New Brunswick Premier Susan Holt has called for the removal of all U.S. wine, spirits and beer from NB Liquor shelves, as well as no longer purchasing any alcohol from south of the border.

https://www2.gnb.ca/content/gnb/en/news/news_release.2025.02.0025.html

Newfoundland:

Newfoundland Premier Andrew Furey announced that on Tuesday March 4, U.S. wine, spirits and beer will be pulled off the shelves at liquor stores across the province.

The Newfoundland and Labrador Liquor Corporation website lists 288 wines, 141 spirits and 3 beers from the United States.

<https://www.gov.nl.ca/releases/2025/exec/0304n01/>

P.E.I.:

Rob Lantz, Premier of Prince Edward Island announced the removal of all U.S. wine, spirits and beer from Liquor Control Commission catalogue and removing U.S. wine, spirits and beer from the shelves as of end of day today Tuesday March 4, 2025.

<https://www.princeedwardisland.ca/en/news/cabinet-committee-on-trade-relations-announces-provinces-tariff-response-plan-to-support-island>

Yukon:

Premier Ranj Pillai directed the Yukon Liquor Corporation to stop placing orders of U.S. wine, spirits and beer and to remove U.S. wine, spirits and beer from all Government of Yukon liquor stores. Licensees may continue to sell American-made products they already have in stock, but no new orders for U.S. wine, spirits and beer will be placed.

<https://yukon.ca/en/news/statement-premier-pillai-U.S.-tariffs>

We will continue to monitor developments and will provide further updates as more information becomes available.

Next Steps & Ongoing Monitoring:

We recognize that these developments pose significant challenges for our members, partners, and industry colleagues. We will continue working with provincial and federal stakeholders to gain clarity on these measures and advocate for the best possible outcomes.

We will provide further updates as new information becomes available. In the meantime, please do not hesitate to reach out with any questions or concerns.