



DOING BUSINESS IN TRINIDAD AND TOBAGO

Population 1.4M| GDP Growth 1.7% (*est. 2024) | GDP PC \$32K |
Still Wine Imports 57K 9 lt cs

Traditionally an oil, gas and manufacturing economy but diversifying with a growing tourism sector that will contribute to the growth of the wine category, particularly in Tobago.

Wine in Trinidad and Tobago

Total Addressable Market

Still wine volumes expected to benefit in the short term from significant increase of beer and spirits taxation. Total Still Wine Category of 57K 9lt has grown from the duty increases of 2016 . Led by US with 25K cs (4%) followed by Australia 10K cs (-26%) and Chile 7K cs(-22%).

Consumption Trends

Total Stil Wine declining 10%. US largest country of origin (+4%) and the only one with growth from previous year , followed by Australia (-26%) and Chile (-22%). Most volume comes from local consumer that prefers sweet wines.

Still Wine: Selected New World Wine Varietals

000s 9-litre Cases

Category	2024	2025	Market Share 2025	CAGR 2024–25	CAGR 2020–25
- Merlot	8.95	9.95	20.5%	11.2%	-0.5%
- Chardonnay	5.63	4.75	9.8%	-15.6%	2.3%
- Pinot Gris/Pinot Grigio	5.06	4.09	8.4%	-19.2%	-5.2%
- Cabernet Sauvignon	8.22	3.92	8.1%	-52.3%	-4.2%
- Sauvignon Blanc	3.44	3.56	7.3%	3.5%	3.1%
- Shiraz/Syrah	1.74	1.36	2.8%	-21.8%	-11.8%
- Pinot Noir	0.77	1.18	2.4%	53.2%	15.7%
- White Zinfandel	0.60	0.65	1.3%	8.3%	1.6%
- Zinfandel	0.55	0.60	1.2%	9.1%	0.0%
- Malbec	1.34	0.54	1.1%	-59.7%	-28.5%
- Chenin Blanc	0.03	0.35	0.7%	1,066.7%	-9.6%
- Carménère	-	0.02	0.0%	-	-30.1%
- Pinotage	0.03	0.00	0.0%	-100.0%	-
- Other Varietals	17.88	17.50	36.1%	-2.1%	-12.2%

Source: IWSR

Trading Notes for Wineries

Most of the wine volume sold through the off-premise sector (89%) driven by Massy Supermarkets, TruValue, Xtra Foods, JTA, Pricemart and smaller regional stores like S&S Persads and Anand towards the southern part of the country (San Fernando).

On-premise (11% of vol) challenged for growth as there are a few expensive restaurants that will drive premium wine consumption. Although home to an affluent community, most locals with the disposable income to dine in these restaurants will still order premium spirits (particularly Rum) with their meals.

Market Insights

- Trinidad is an economic hub for the southern Caribbean with large economic conglomerates that own businesses across different sectors (ANSA McAL, Neal and Massy Holdings) and countries in the region.
- There is a wine drinking community that enjoys learning about wine through tastings and events, but it is a minority that keeps premium wine growth stagnant.
- Local and value imported wines from Guyana sell for a third of the cost of imported wines (Correias, Banko, Cara Mia)
 - Sometimes mixed with local rum or as a chaser
 - Additionally, there is a category called tonic wines that are attributed functional properties with very high consumer acceptance and consumption (Magnum, Rude Boy, Stones).
- Very high tax structure creates a barrier to trial and growth of the category.
 - Creates parallel opportunity that is hard to enforce by local government. For certain brands can account for 40% of volume in the market.
- Overall wine knowledge is low

Taxes, Shipping and Terms

- \$1.00 USD = \$6.78 TT
- All duties and taxes in Trinidad and Tobago are calculated based on the CIF (Cost, Insurance, and Freight) value of the shipment
- **Import Duties**
- Customs Duty (Common External Tariff – CET)
 - Still wine TT\$16.43 per liter (USD\$2.42)
 - 750ml = TT\$12.32 (USD \$1.82)
- Excise Taxes
 - Still Wine TT\$13.69 (USD\$2.02) per liter
 - 750ml = TT\$10.27 (USD \$1.51)
- VAT Tax 12.5%
- CIF + Customs Duty + Excise = VAT Tax Base

Notable Importers

- A.S. Bryden & Sons (Trinidad) Ltd.
- Alstons Marketing Co. Ltd. (AMCO)
- HADCO Limited (Wine & Spirits Div.)
- Massy Distribution (Trinidad)
- Vintage Imports Limited

Pricing Guidelines for Importers

	USD	TTD
	\$ 1.00	\$ 6.78
750 ml Bottle Price CIF	\$ 10.00	\$ 67.80
Import Duty fixed per vol TT\$12.32 (USD \$1.82)	\$ 1.82	\$ 12.34
Excise Duty fixed vol TT\$10.27 (USD \$1.51)	\$ 1.51	\$ 10.24
VAT 12.5% Base	\$ 13.33	\$ 90.38
VAT 12.5%	\$ 1.67	\$ 11.30
Landed Price per bottle	\$ 15.00	\$ 101.67
Distributor Margin 30%	\$ 6.43	\$ 43.57
List Price	\$ 21.42	\$ 145.25
Retailer Margin 25%	\$ 7.14	\$ 48.42
Shelf Price	\$ 28.56	\$ 193.67

Tables and Tax information serve as directional reference per market that are subject to changes and updated by each country throughout the year. Contact your local importer for up-to-date information.

Price Tiers

Category	2024 (000s9L Cases)	2025 (000s9L Cases)	Market Share	CAGR 2024-25	Price Range (TTD\$)
Super-Premium	0.52	0.24	0.4%	-53.8%	367.52 to 508.18
Premium	12.83	11.29	19.9%	-12.0%	277.89 to 367.51
Standard	43.78	40.28	71.2%	-8.0%	170.00 to 277.88
Value	6.05	4.80	8.5%	-20.7%	169.99 and under
Still Wine	63.18	56.61	100.0%	-10.4%	

Cultural Awareness and Considerations

- Trinidad is different from other Caribbean islands that are more reliant on tourism. It is an economic hub from where many regional companies are born and run.
- The most important event in the country is the Trinidad and Tobago Carnival where thousands of visitors come in from all over the world, held on the Monday and Tuesday before Ash Wednesday.
 - The festivities run all week before carnival and involve many highly attended parties (Fete's) with opportunities to promote brands.
 - Steelpan groups practice all year to participate in the event.
 - Carnival Bands are a one stop shop where people buy their costumes and get an all-inclusive package for drinks and food.
 - Brands can partner with these Bands for promotions and inclusion in their parties.
- The country can be dangerous in certain areas. Make sure you are always accompanied by local distributor particularly at night.
- Constantly have problems acquiring foreign exchange. USD rationed by the TT Central Bank so even the biggest companies have problems getting Dollars to pay foreign suppliers.
 - Make sure credit terms reflect their institutionalized challenges to maintain healthy business relations.
- Farthest south Caribbean island, 4-hour flight from Miami

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