

# ONLINE AUCTION LEADER

NEWS

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The three founders of iDealwine, from left, Managing Directors Lionel Cuenca and Angélique de Lencquesaing, and Chief Executive Officer Cyrille Jomand.

Online internet traffic continues to grow, whether getting the latest news, writing to family, friends, and colleagues, ordering groceries, or bidding for wine at auction.



**iDealwine** was launched in 2001 and has since become the leading platform for online auction of wine in France according to the *Conseil des Ventes Volontaires*, France's public regulator for auctions.

With offices in Paris, London, and Hong Kong, in 2017, **iDealwine** registered €17.8 million in wine sales. This represents a 22% growth over the preceding year. All via online traffic.

Of that €17.8 m figure, the lion share goes to its auction sales.

Last year, **iDealwine** held 27 auctions through its IWA or International Wine Auction subsidiary which realised, including buyer fees, €13.2 m, a growth of 19% over 2016.

The price of auctioned bottles ranged from €4.80 to €17,146 for the most expensive bottle of the Romanée Conti 2000, sold in November 2017.

**iDealwine** sales attract a worldwide audience, with bidders from 57 countries clicking away trying to outdo each other.