

# iDealwine simplifies costs for UK customers with one-stop shipping process

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French wine auctioneer **iDealwine** has simplified its shipping policy for UK customers in the wake of Brexit, by switching to a delivered-duty-paid policy that means customers don't have to settle customs-related charges with their shipper when the wines actually arrive in the UK.



Since Brexit, buyers from the UK have had to settle some of the import fees with the company's shipping partner upon the arrival of their wines to the United Kingdom – a standard practice for many of the companies in the EU who have continue shipping to the United Kingdom post-Brexit. The change is primarily one of visibility, enabling customers to pay all taxes, duties, and import fees necessary for their purchase in the final payment screen

on iDealwine's website. It is a more customer-centric approach to UK delivery, the company says that will add "transparency, efficiency, and ease-of-service" to its UK-based customers.

"It is important to note that while all the typical import charges do still exist, they are now payable in the final payment screen on [iDealwine](#)'s website (along with the price of the wine and the value added tax)," it said.

Clients shipping to the United Kingdom can continue to see the prices excluding tax before finalising their selection, and once finalised, 20% VAT and excise duty and import fees of €3.40 per bottle will be added.

"This bill is now all-inclusive, meaning that from the moment their payment has been processed, [iDealwine](#) customers can simply relax and enjoy the excitement of their wines' arrival," it said.

[iDealwine](#)'s co-founder Lionel Cuenca said the decision to adopt the new shipping policy was made with consideration for its 3,000 or so UK customers "who've undoubtedly had to endure plenty of post-Brexit growing pains".

[iDealwine](#) was founded in 2000, and now has around 650,000 customers in 60+ countries. It has been France's top wine auctioneer for six consecutive years and has headquarters in Paris, with offices in Bordeaux, Beaune, and Hong Kong.