

# iDealwine Begins Shipping to Australia Enthusiasts Around the Country Now Have a New Way to Source French Wines

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Date: 31/7/2023

**Paris, 31 July 2023:** iDealwine, a global leader in online wine auctions and fixed-price sales based in Paris, France, has recently announced that they now deliver to Australia. The company's platform, iDealwine.com, is a globally recognised online marketplace for fine wine and spirits. The site features auction lots sourced from private collectors all over Europe and a fixed price offering sourced from over 900 partner wineries in France and abroad. In 2022, the website hosted a total of 47 auctions, selling nearly 200,000 bottles (scaled to 750ml) to a global network of buyers stretching from Hong Kong to New York.



## Why Australia, why now?

When asked about the opportunity presented by the Australian market, co-founder Lionel Cuenca responded "as a well-regarded producer of fine wine themselves, Australia is filled with serious enthusiasts who will quickly fall in love with our selection. At iDealwine, we understand that many of the best and most interesting wines can prove difficult to access for the average consumer, and it is our mission to expand this access around the world. Our presence in Australia is also a symbolic one, as it is quite literally located on the other side of the globe. Having begun in 2000 as a small French company with grand ambitions for global reach, Australia has long remained one of our last frontiers."

With a loyal following stretching across well-established fine wine markets like Hong Kong, Singapore, the United States, and the UK, iDealwine will now seek to capitalise on the undoubtedly robust market of buyers in Australia. In celebration of the launch, the company is offering Australian customers €40 off their next order of €200 or more. To benefit, they will simply need to apply the promotional code AUSTRALIA23. This limited-time offer is only valid in Australia and will run until 31 October 2023.

## How it works

New auctions appear on iDealwine.com on a near-weekly basis throughout the year. Australian wine enthusiasts will simply need to create an account and add a payment method to begin bidding on their favourite auction lots. Bidders will regularly find cuvées from iconic producers like Petrus and Chateau Latour in Bordeaux, Domaine Bizot and Coche Dury in Burgundy, or Salon and Jacques Selosse in Champagne. Additionally, there will be no shortage of sustainable wines like those of Overnoy or Domaine des Miroirs. All prices on the website will be based in euros and will exclude French VAT for Australian customers. The company's entire inventory is available to ship to Australia, as it is kept in a centralised location at their professional facilities in France.

Delivery to Australia will cost €120 per 12 bottles. To optimize shipping costs, iDealwine recommends that customers send as close to 12 bottles as possible. To make this more attainable, the company offers excellent storage services as well as the ability to combine separate orders into one. Their storage service is free of charge for up to 30 days, followed by a small daily rate of €0.055 per bottle thereafter. Once a customer has finalised their order, shipping to Australia is expected to take about 10 business days.

## **About iDealwine | Accelerating the digital wine revolution**

Founded in 2000, iDealwine is the global leader in online fine wine auctions and France's no1 wine auctioneer for six consecutive years. With headquarters in Paris, and offices in Bordeaux, Beaune, Hong Kong, and Singapore, iDealwine is trusted by 650,000 wine lovers in 60+ countries for buying and selling wine. In 2022, iDealwine sales (including auction and fixed-priced) reached €53M pre-tax (+28%).

In addition to the rare wines for sale at auction, iDealwine also offers a vast selection available at fixed price. This selection is continuously growing, with wines sourced directly from a network of over 900 partner domains and a range of old vintages bought from private cellars.

In 2020, iDealwine launched a platform for fine spirits auctions, [finespirits.auction](#), in partnership with Maison du Whisky. Seven such auctions were organised in 2022, leading to 4,457 bottles sold for a total value of €2.9M (+82%).

iDealwine has also established a reputation for excellence in wine market analysis, through its annual Barometer publication. The data, drawn from 200,000 auctioned bottles, allows iDealwine to identify trends almost as they happen. The Barometer is an exhaustive guide to the most sought-after wines, top bids, and fine wine trends, a must have for wine lovers, investors, and collectors.

iDealwine ships worldwide, including to the UK and Australia.