

iDealwine begins shipping to Australia

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By: James Evison

Paris-based online auction and fixed-price sales firm iDealwine has announced it is now delivering to customers in Australia through its online platform.



The company's platform, iDealwine.com, 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.

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 following already established in fine wine markets like Hong Kong, Singapore, the United States, and the UK, iDealwine will now seek to "capitalise on the undoubtably robust market of buyers in Australia", it said.

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.

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 optimise shipping costs, iDealwine recommends that customers send as close to 12 bottles as possible. To make this more attainable, the company offers 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.