

Direct alcohol sales from the EU to UK consumers

In the age of the Internet, consumers are increasingly looking to source products via non-conventional means driven by the goals of choice, reduced cost and convenience. One area that has undergone significant recent change is the sale of alcohol.

Whereas previously, consumers would have gone to their local off-licence or supermarket for wine and spirits, they are now also looking on-line.

Non-UK based suppliers of wine and spirits have traditionally had to use a UK agent to import, store and distribute product. This cumbersome structure has tended to exclude smaller producers from the UK market, particularly given the often small margins on product sales.

In response to a request from a European wine distributor which wishes to enter the UK market via direct sales, **4 Eyes Ltd** has developed a new service whereby it will fulfil all UK VAT and Customs compliance obligations on behalf of the client. This will allow the client to deal in quantities as small as a part case of wine which will be ordered online and dispatched for UK duty paid delivery within the week.

Please contact **4 Eyes Ltd** if your business would be interested in using this service.

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