

Why Buy From An Online Wine Retailer?

When it comes to buying wine there's a lot of choice out there, with supermarkets, independent wine shops, wine mail order companies and online wine retailers all vying for a share of the market. A few decades ago it was far simpler, with the local wine merchant the only place to consider. Then came supermarkets, and more recently still the Internet has shifted things once again. Recent reports are beginning to suggest that the High Street has seen its heyday, in favour of the Internet. So why is this? Well, when you consider the advantages of buying wine online, it's not hard to see why.

Online wine retailers have the advantage that they don't incur many of the costs (such as rent, heating, lighting and shop floor staff) experienced by traditional wine merchants, meaning that they can offer you cheaper wine. Similarly, whereas a high street wine shop or a supermarket may be restricted by shelf space when it comes to displaying wines, online wine retailers don't have that problem. This means a far greater choice of wine for you.

One of the key things that sets Internet wine retailers apart from traditional wine merchants is the fact that you can buy wine from the comfort of your armchair. With no parking hassles, car journeys or closing times to work around, you've got total freedom and flexibility to buy wine when it suits you best. And once you've ordered your wines, you don't have to move an inch to receive them. Online wine retailers pride themselves on wine delivery direct to your door, so forget the heavy trolleys and cars to unload.

A drawback with high street wine merchants is that when you find yourself in a small, intimidating environment you are more likely to be pressurised into buying something you don't really want. Buy wine direct from an online wine retailer however and you won't feel this uneasiness. Simply spend as long as you need browsing and researching the wines in your own time, knowing that help is there should you need it.

Online wine retailers also have the advantage that they can more easily tailor the shopping experience to your tastes and preferences. So whilst you'll be faced with rows and rows of wines to look through at your local supermarket or wine shop, with an online wine store you can usually very quickly filter out the wines that you dislike. More sophisticated websites often tailor what you see to your preferences, or encourage you to sign up to emails that are based around the type of wines that you are likely to be interested in.

Finally, it's worth considering the quality of the wine. Internet wine merchants are unlikely to be swayed by the producer's buying influence in the marketplace, as shelf space isn't an issue. So instead of big branded mass-produced wines which tend to line the shelves of the supermarkets, Internet wine retailers are likely to look beyond the purchasing power, which leads to a greater selection of more original wines for you.

Admittedly, it has not all been plain sailing with the Internet, with consumer concerns about online security and limited take up in the early years. But with developments in technology quickly overcoming these barriers, it's not hard to see why more and more consumers are fleeing the high streets in favour of online shopping. Virgin Wines is one example of an online wine retailer that has benefited from this trend, with an enormous sales growth in recent years. To find out more, visit our site.

About the Author

Louise Truswell has been working in and writing about the wine industry for a number of years. [Virgin Wines](#) - Online wine merchant offering boutique wines at supermarket prices. Choose from a great range of red wine, white wine, rosé, sparkling wine, champagne, fine wine, Valentine wine and wine gifts.

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