

Benefits of Buying Wine Online

Why would someone want to purchase wine on the Internet when they could just run down to the liquor store? It depends on that person's priorities. Someone interested in variety, thrift and speed might want to consider buying wine online.

The corner liquor store can only stock a few different types of wine, probably the ones that sell the most in that particular neighborhood. Those types could either be of low quality or not to your taste.

The virtual world is one of almost unlimited choices. Rare, red, white, whatever you want is just one click away. There are literally hundreds of wine sites to cater to your every whim.

There are two main types of Internet wine vendors. One is a winery and the other is a wine merchant. If you want a lot of a specific kind of wine, the winery may be the best way to go. Sometimes domestic wineries may throw in the freight charges as part of the price, so always ask.

If you want to try out an assortment of vintages from different cellars, a wine broker is your best bet. You can also buy non-domestic wine, and get cheaper shipping. They handle any potential customs hassles.

A huge advantage of buying online is the luxury of comparison-shopping for the lowest price. Competition between wine sellers is keen, and they will deeply discount certain items to get and keep you as a satisfied customer. Their savings in rent and staff are passed directly on to you.

There's even a site called winezap.com that will compare prices for brick and mortar outlets, if you really need to taste your wine before buying.

Buying online can be a timesaver, especially if you have a particular wine in mind. Just surf, click, and hand over your credit card number. Voila, the wine will magically appear at your home or work address soon afterward.

If you search for wine experts or wine reviewers first, they will help you to narrow your search, make decision making easier and ease your mind about your wine dealer's reliability.

If you want a particular wine in a hurry, perhaps for a party, why drive around from store to store?

The internet and Fedex could be your new best friends. These two tools make global wine shopping a breeze (and help the planet, too).

If you're thinking of becoming a wine hobbyist, you can expand your understanding and ask questions without embarrassing yourself. There are thousands of wine articles online to read at your leisure that will allow you to impress your date.

Get the lowdown from wine gurus about their favorites on the internet. Usually clerks in wine stores just don't cultivate that breadth and depth of knowledge.

Say you absolutely must have a bottle of 19th century *Château Lafitte* Rothschild, arguably the finest wine in existence. There's not much chance of finding it in the Penny Saver, or even at your local cellars. Brick and mortar dealers just can't afford to have a \$50,000 bottle of wine sit around, hoping that someone will ante up. But online, you might just find that one of a kind bottle from a wine broker or on an auction site.