

Guide to selling alcohol to Finland — legal today, smarter tomorrow

A practical overview for EU/EEA producers and retailers (2026)

1. Why Finland in 2026?

Finland is entering a new phase in its alcohol market.

Alcohol distance selling to Finnish consumers is **already legal today** when carried out in compliance with Finnish tax, consumer protection and age-verification rules. However, upcoming legislative changes in 2026 are expected to **clarify and formalise delivery-related requirements**, making cross-border operations more predictable for sellers and logistics partners.

For EU/EEA producers and retailers, this creates a clear opportunity:

- Sales can already begin under current rules
- Operational readiness in early 2026 provides a competitive advantage
- Regulatory clarity around delivery will improve during 2026

This guide explains what is possible today, what will change in 2026, and how companies can prepare efficiently.

2. Is alcohol distance selling to Finland legal today?

Yes — alcohol distance selling to Finland is already legal, provided that the seller fulfils all applicable obligations.

In practice, this means that the **seller** is responsible for:

- Paying Finnish excise duty and VAT
- Ensuring age verification at delivery
- Complying with Finnish consumer protection rules
- Ensuring lawful packaging and labelling

The legality of distance selling does **not depend on the upcoming legislative reform**.

What the reform is expected to change relates primarily to **delivery and logistics licensing**, not to the seller's right to sell.

This guide does not constitute legal advice. Companies should always confirm their individual obligations with professional advisors and authorities.

3. What will change in 2026?

The expected 2026 reform primarily affects **delivery operations**, not sales as such.

In simplified terms:

- Companies delivering alcohol to Finnish consumers will be able to apply for **delivery permits**
- Delivery personnel may be required to hold **delivery passes**
- Age verification and delivery procedures will become more standardised

Importantly, **several logistics and courier companies operating in Finland have publicly stated that they are preparing to apply for delivery permits and delivery passes once the system becomes available**. This indicates that delivery capacity is expected to develop in parallel with the regulatory framework.

For producers and retailers, this means:

- Sales can already be launched under existing rules
- Delivery is not expected to become a bottleneck for compliant distance sellers
- Logistics will become clearer and more predictable during 2026

The reform is therefore best understood as an **operational improvement**, not as a new permission to sell.

4. Minimum compliance checklist (orientation only)

Before starting or scaling distance sales to Finland, companies should ensure that at least the following areas are addressed:

Tax & reporting

- Finnish excise duty registration or compliant tax arrangements
- VAT compliance for sales to Finnish consumers

Delivery & age verification

- Reliable age verification at the point of delivery
- Clear procedures for failed deliveries

Packaging & labelling

- Mandatory alcohol warnings where applicable
- Accurate product information (ABV, volume, ingredients, allergens)

Consumer protection

- Transparent pricing and terms
- Clear return and complaint handling procedures

This checklist is intended as a **high-level orientation**, not as a substitute for professional advice.