

DrinkData.eu

Alcohol Distance Selling to Finland

A practical guide for EU/EEA alcohol sellers

Free Preview Edition

Prepared by DrinkData

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1. Introduction: Why Finland, Why Now?

Finland is entering a structural transition in alcohol retail.

Alcohol distance selling to Finnish consumers is already permitted, and forthcoming legislative clarifications will stabilise the regulatory framework governing delivery, taxation and marketing.

For EU/EEA alcohol producers and merchants, this represents a rare market entry opportunity:

- One of Europe's most regulated alcohol markets is opening to foreign competition
- Digital alcohol marketing is being liberalised
- Consumers are increasingly price-aware and cross-border oriented
- The Alko monopoly is facing growing structural pressure

Yet this opportunity is also highly regulated.

Unprepared sellers risk:

- double taxation
- unlawful pricing
- blocked deliveries
- marketing violations
- reputational damage

The **DrinkData Paid Guide** was created to bridge the gap between legal theory and commercial reality.

2. How Alcohol Distance Selling Really Works in Finland

There are two fundamentally different models for cross-border alcohol sales to Finland:

Distance Purchase (Not recommended)

- Consumer is responsible for taxes
- High risk of double taxation
- Weak consumer protection
- Growing regulatory scrutiny

Distance Selling (The compliant model)

- Seller assumes full responsibility
- Finnish taxes paid by the seller
- Regulated delivery chain
- Age verification embedded
- Scalable and brand-safe

DrinkData supports **only seller-responsible distance selling models**, because this is the only sustainable and compliant way to operate in Finland long term.

3. The Real Cost Structure: Taxes Define Your Price

Every distance seller to Finland must embed three taxes into pricing:

Alcohol Excise Duty

Depends on:

- product category
- alcohol content
- volume

Beverage Container Tax

Applies to most packaging types

Often underestimated by foreign sellers

Value-Added Tax (VAT)

Payable in Finland

Must be structurally separated from product and delivery pricing

Together, these taxes define your **minimum viable retail price**.

No marketing, no sourcing advantage and no logistics optimisation can bypass this floor.

The full DrinkData Guide shows how to implement these taxes operationally, not just theoretically.

4. Competing Against Alko (And Others)

Competition in Finland depends on alcohol strength:

Up to 8% ABV

You compete against:

- Alko
- AND large grocery retail chains (S Group, K Group, Lidl)

Here, price transparency and logistics efficiency are critical.

Above 8% ABV

You compete primarily against Alko

This is where:

- niche products
- exclusive sourcing
- and dynamic assortment
create strong commercial opportunities.

Over time, competition will increasingly shift also between distance sellers themselves.

The DrinkData Guide explains how to position yourself in both phases.

5. Why Sellers Use the DrinkData Guide

The DrinkData Guide is not a legal memo.
It is a commercial market entry tool.

It helps you:

- ✓ Avoid regulatory mistakes
- ✓ Structure tax compliance correctly
- ✓ Build a scalable operational model
- ✓ Compete legally and profitably
- ✓ Avoid costly trial-and-error
- ✓ Enter Finland with confidence

Want the full guide?

The **DrinkData Paid Guide – Alcohol Distance Selling to Finland** includes:

- Full regulatory framework
- Practical tax implementation
- Pricing strategy
- Operational playbook
- Seller-specific strategies
- Checklists and readiness tools

👉 Get the full guide at: DrinkData.eu

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