

PRESS RELEASE

Finnish Parliament Approves Landmark Reform of Alcohol Distance Sales

Vantaa, Finland, 23 June 2026

The Finnish Parliament has approved a significant reform of Finland's alcohol legislation, creating new opportunities for beverage producers, wholesalers, retailers and distance sellers throughout the European Union and European Economic Area.

The reform was approved by the Finnish Parliament in its second reading on 23 June 2026 and establishes a clearer legal framework for cross-border alcohol distance sales to Finnish consumers. The legislation is expected to enter into force on 4 July 2026 following the completion of the remaining constitutional procedures.

The reform is expected to increase competition, product availability and consumer choice in the Finnish beverage market while creating new opportunities for businesses throughout Europe.

New Opportunities for International Beverage Businesses

The reform is expected to create substantial opportunities for:

- Wine and spirits merchants
- Breweries and cider producers
- Beverage wholesalers
- Online beverage retailers
- Logistics and fulfilment providers
- Industry service providers

Finland represents a highly developed consumer market with strong purchasing power and growing interest in international beverage products.

Opportunities for International Beverage Platforms

The Finnish legislative reform is expected to create new opportunities not only for merchants and producers, but also for beverage information platforms, marketplaces, data providers and industry media serving European consumers and trade professionals.

As international interest in the Finnish market grows, access to reliable market information, product data and regulatory guidance will become increasingly important. DrinkData aims to support this development by providing independent market intelligence and facilitating connections between industry participants throughout Europe.

Comment from DrinkData

"This reform represents one of the most significant developments in the Finnish beverage market in decades. For the first time, many European beverage businesses will have a clearer framework for serving Finnish consumers through compliant cross-border sales models.

We believe the reform will increase competition, improve consumer choice and create new business opportunities for producers, wholesalers, retailers and logistics providers throughout Europe.

DrinkData was established to help market participants understand and navigate these opportunities. We are already working with businesses from several European countries that are evaluating entry into the Finnish market."

Oxana Torres Contente

CEO

BlueBell Markets Ab Ltd / DrinkData

DrinkData Launches Market Entry Services

In response to the legislative reform, DrinkData has launched a range of services designed to support international beverage businesses seeking access to the Finnish market.

These services include:

- Market information and guidance
- Merchant consultation services
- Regulatory and operational support
- Industry networking opportunities
- Future participation in the DrinkData Platform

DrinkData is an independent information platform focused on beverage markets, market transparency and cross-border commerce.

Merchant Pre-Registration Now Open

Businesses interested in entering the Finnish market may now pre-register for future participation in the DrinkData Platform.

Pre-registration is free of charge and non-binding.

Looking Beyond Finland

"We expect Finland to become one of the most interesting emerging cross-border beverage markets in Northern Europe. Our objective is to build the leading independent information and market access platform connecting beverage businesses with opportunities in Finland and, in the future, throughout the Nordic region."

Oxana Torres Contente

CEO

BlueBell Markets Ab Ltd / DrinkData

About DrinkData

DrinkData is operated by BlueBell Markets Ab Ltd, Finland.

The platform provides market information, educational content, consultation services and industry connections for beverage businesses operating within Europe.

DrinkData does not sell alcohol, process orders or arrange transportation. Its role is to provide information, market intelligence and business support services to industry participants.

For further information:

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