



Jeff Lefevere, Contributor

I write general interest 'behind the scene' stories about wine

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## Where to Buy Wine Online: The Top Eight Wine Ecommerce Sites for Unique and Interesting Wines

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It's the holiday season for consumers, but for the wine industry value-chain its "OND" – an acronym for October-November-December – also known as the make or break time of year when upwards of 40% of all annual retail wine sales are realized.

Retail store sales still account for the vast majority of wine sales, yet online wine sales are growing into a bigger slice of the overall sales pie. And, while so-called "flash" wine sales sites catch flak from the wine chatterati for being bottom-feeder opportunists capitalizing on the oversupply in the upper-end of the wine business, an infrequently acknowledged fact is that these deal-a-day sites are helping customers acclimate to buying wine online, a significant factor for an ecommerce category that has grown steadily, but unspectacularly for the last decade.

For example, [Wine.com](#), the leading online wine retailer online for [seven years running](#) according to Internet Retailer magazine, announced that their sales in their [fiscal year ending March 31st](#) were [\\$56 million](#). As a counterpoint, Lot18, perhaps the premiere "flash" wine sale site, is [on pace for \\$25 million](#) in their first year of business.

Some estimates indicate that the "flash" wine sales category alone represents \$100 million in sales. This rising tide is doing a whole lot of good for the future of online wine retailing and a number of proverbial boats will be lifted in the process.

Many of these boats will emerge from niches offering a personal touch. Big online wine retailers and flash sites notwithstanding, the following is my top eight list of the most compelling niche wine sites (**read:** neither the biggest nor the cheapest, but mostly with a personal touch) to buy from this fall and holiday season, the guys (and gals) likely to benefit from growth in online wine sales.

### [Tastingroom.com](#)



TASTING ROOM!

*What's to like:* Utilizing a proprietary process, Tastingroom.com bottles and sells sample size wine from notable wineries in 50ml bottles, about the serving size of a pour at a winery tasting room. While that alone is novel, the real benefit is consumers have an opportunity to buy mixed sampler packs to try a number of different wines at home, at their leisure. Part of becoming a certified wine nut is the desire to taste wine more so than drink wine, satisfying an inveterate curiosity. Tastingroom.com lets you do exactly that, at extremely reasonable prices.