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Mail Boxes Etc. Launches EU Wine Shipping Platform for Direct Sales

The new service aims to help wineries sell across the bloc by managing excise duties and cross-border compliance.

Friday, June 19, 2026



Mail Boxes Etc. said it is launching MBE Wine for Europe, a digital service designed to help wineries sell directly to consumers across the European Union while handling the excise duties tied to cross-border wine shipments.

The company announced the product in Milan on Thursday, saying it was developed with Direct From Italy, a company that specializes in customs and compliance software for international alcohol sales. Mail Boxes Etc. said the service is aimed at wineries using both e-commerce channels and physical retail outlets.

According to the company, the platform allows producers to calculate, manage and pay excise duties required for wine shipments to EU consumers. It will also be offered as a plug-in compatible with major marketplaces and is expected to reach the market in the coming weeks.

The launch addresses a long-standing challenge for wine producers trying to expand direct-to-consumer sales within Europe, where alcohol shipments between EU countries face different tax and regulatory requirements. Mail Boxes Etc. said the new service combines its logistics network with Direct From Italy’s technology for fiscal and customs compliance.

Andrea Arluna, shipping and fulfillment product director at Fortidia, the group that owns Mail Boxes Etc., said helping wineries expand internationally is a strategic priority. He said the new tool is meant to support direct wine sales in Europe in a more structured way and in line with regulations.

Denis Andolfo, chief executive and co-founder of Direct From Italy, said direct sales offer growth opportunities for wine producers but require tools that can manage regulatory complexity. He said the partnership was created to make those processes more accessible and easier to scale.

Mail Boxes Etc. said MBE Wine for Europe expands its existing wine-shipping services, which already include winery pickup, specialized packaging and shipments to private consumers in the United States.

Fortidia’s Mail Boxes Etc. network operates 1,725 service centers worldwide through a mix of independent entrepreneurs and directly managed locations. The company provides shipping, packaging, logistics, e-commerce, marketing and printing services for consumers, professionals and businesses.