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LiveTrade opens its fine wine marketplace to Wine Hub merchants

The integration gives 100 wine businesses real-time pricing, stock visibility and direct trading access inside their existing software.

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LiveTrade, the fine wine trading platform operated by Bordeaux Index, has partnered with Wine Hub, a business software platform from Wine Owners, to give wine merchants direct access to LiveTrade’s marketplace from within their existing operating

system.

The integration went live Thursday and is available to Wine Hub users without membership restrictions, subscriptions or added costs, according to the companies. The link allows businesses to see LiveTrade pricing and available stock in real time from global merchants and private collectors, and to buy and sell wine directly through Wine Hub’s trading interface.

Bordeaux Index said LiveTrade has thousands of users across both business-to-business and business-to-consumer channels, with about £50 million of in-bond blue-chip wine available for trading at any given time. The company said merchants that had already connected directly to the LiveTrade API reported traded volumes rising by several multiples, which it cited as evidence of the effect of tying operational systems directly to a marketplace.

The companies described the move as a step toward a more connected digital infrastructure for the global wine trade. For Wine Hub, which they said is already used by 100 businesses, the integration adds another sales and sourcing channel to software designed to manage operations, sales and supply chains.

Matthew O’Connell, co-chief executive of Bordeaux Index, said LiveTrade was built to improve liquidity, transparency and efficiency in the secondary market for fine wine. He said integrating the platform into Wine Hub would give merchants immediate visibility into market pricing and stock while making trading part of their normal workflow rather than a separate task.

Nick Martin, chief executive of Wine Owners, said the partnership fits the company’s effort to build a broader ecosystem of sales channels, sourcing tools and industry services on a single platform for wine businesses of different sizes.

The tie-up could matter beyond the two companies because it may make secondary-market trading easier for merchants that already manage inventory and sales through Wine Hub. By reducing friction between back-office systems and a live marketplace, the integration has the potential to improve liquidity and price transparency in fine wine, two issues that have long shaped how efficiently the broader beverage trade can move high-value stock across borders and between buyers.