



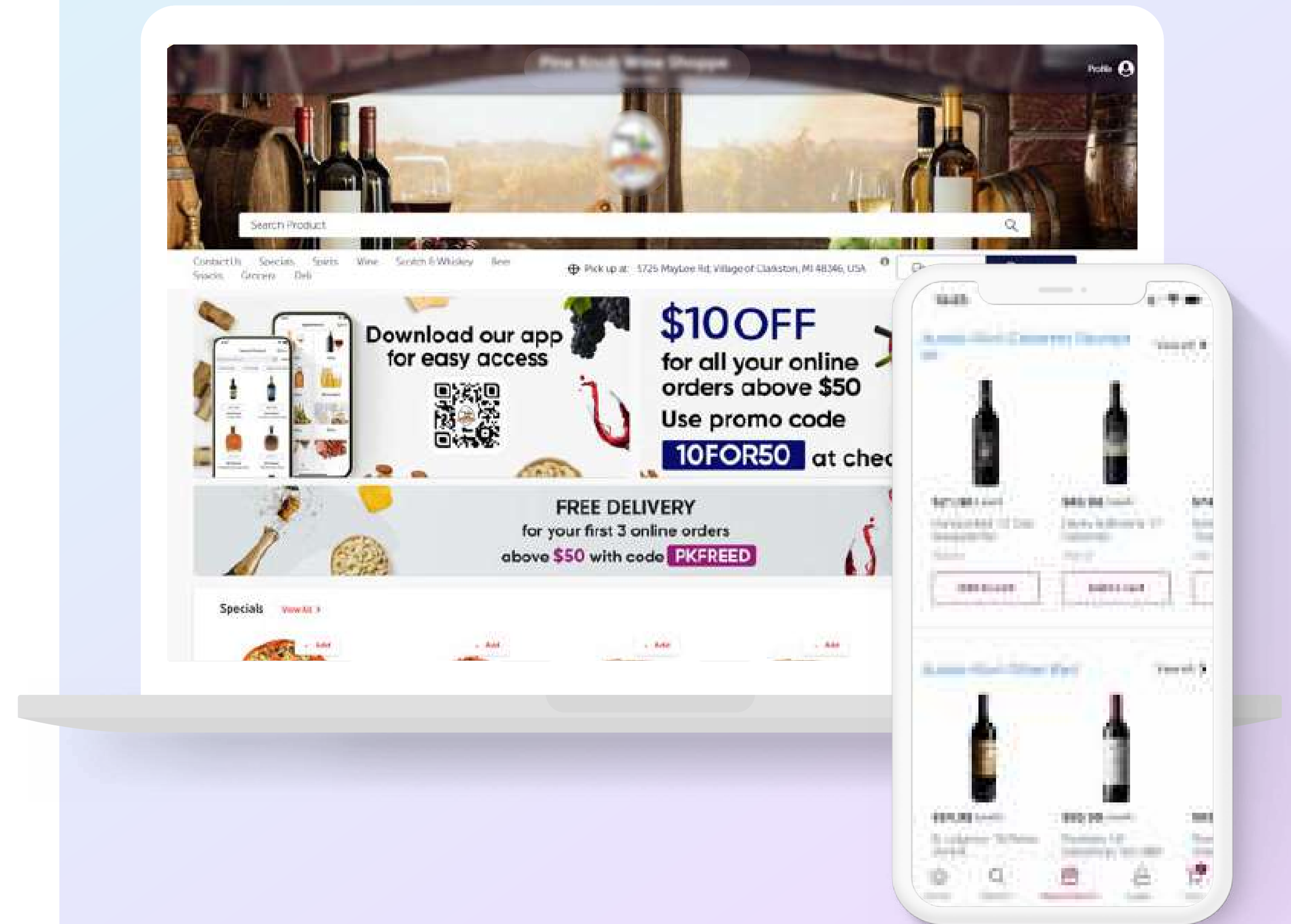
Online Liquor Store 101: Underrated Tricks to Double Your Alcohol Ecommerce Revenue

[FREE GUIDE](#)

If you have a liquor store and don't have an online shop, you're missing out on potential customers and profit. In 2023, customers want the flexibility and freedom to buy alcohol how they want, and an online store fulfills those needs.

However, setting up an online liquor store isn't an easy task. That's why we're here to help; this guide will cover everything you need to know about setting up an online liquor store. From getting your license to marketing your store, all the information you need to know is right here.

Let's look at some frequently asked questions about setting up your own online liquor store. These questions cover all the basics, so you'll be ready to start making sales in no time.

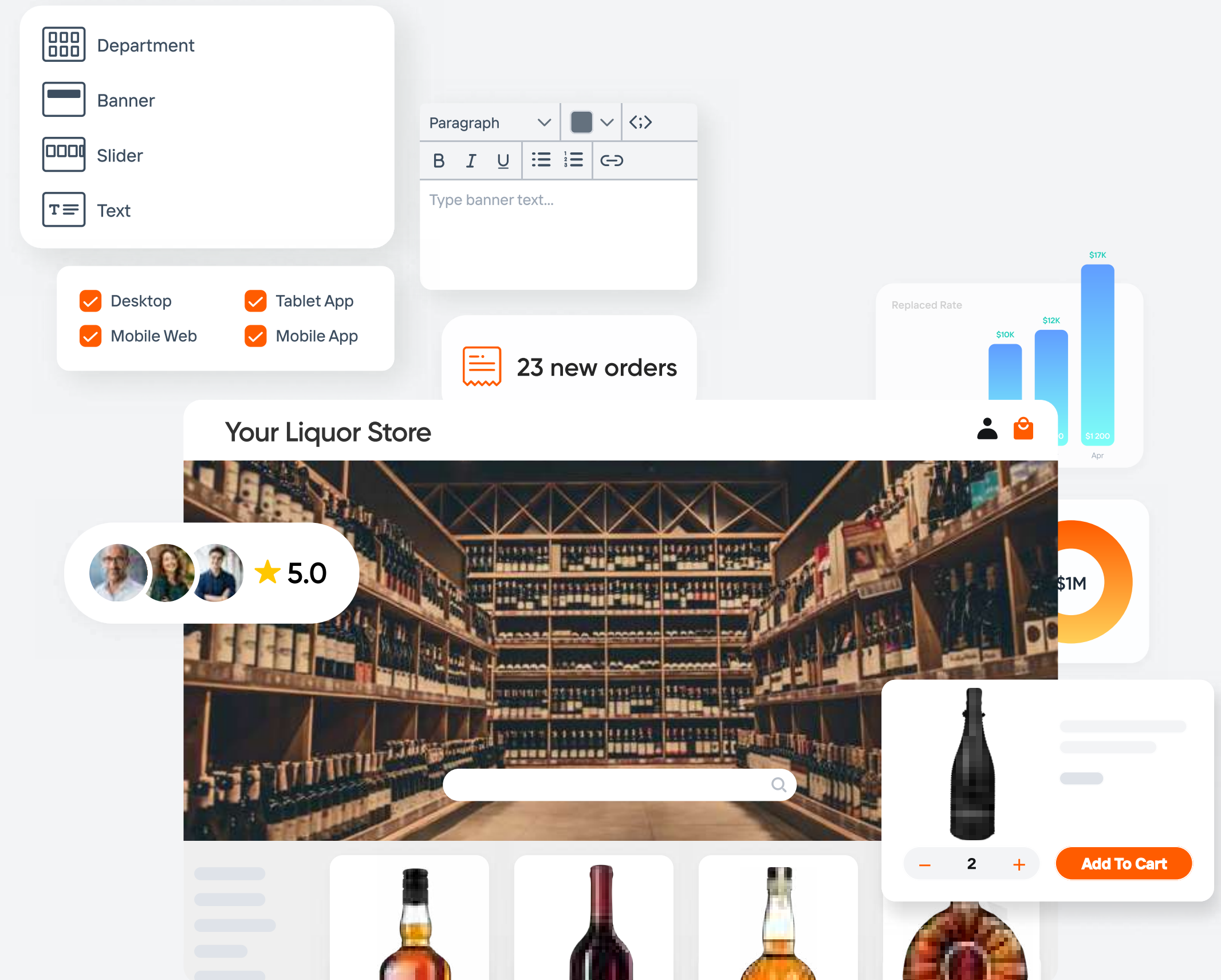


1. Why do I need an online liquor store?

According to Allied Market Research, the alcohol e-commerce market is expected to grow with a CAGR (compound annual growth rate) of 15.2% from 2022 to 2031—growing from a market value of \$42.3 billion to a projected \$173.8 billion.

Ecommerce in general is growing rapidly, and alcohol is no exception. Modern customers want the flexibility and convenience to order products how, where, and when they want. Online stores give customers that flexibility.

If you don't meet the needs of your customers, they will go elsewhere. If you want to stay competitive in the alcohol market, you need an online store.



2. Do I need a license?

State and federal laws require licensing for alcohol sales, but those laws vary depending on the state. Certain states have minimal requirements, while others are much more strict.

Do your research and find out exactly what licensing requirements there are for online liquor sales.

Depending on your location, you may need:

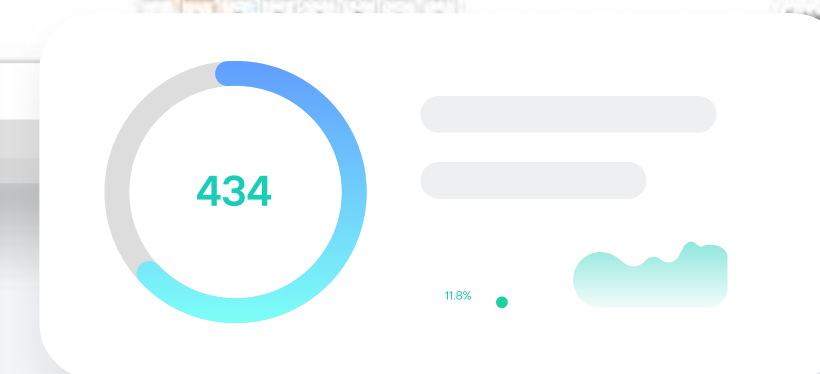
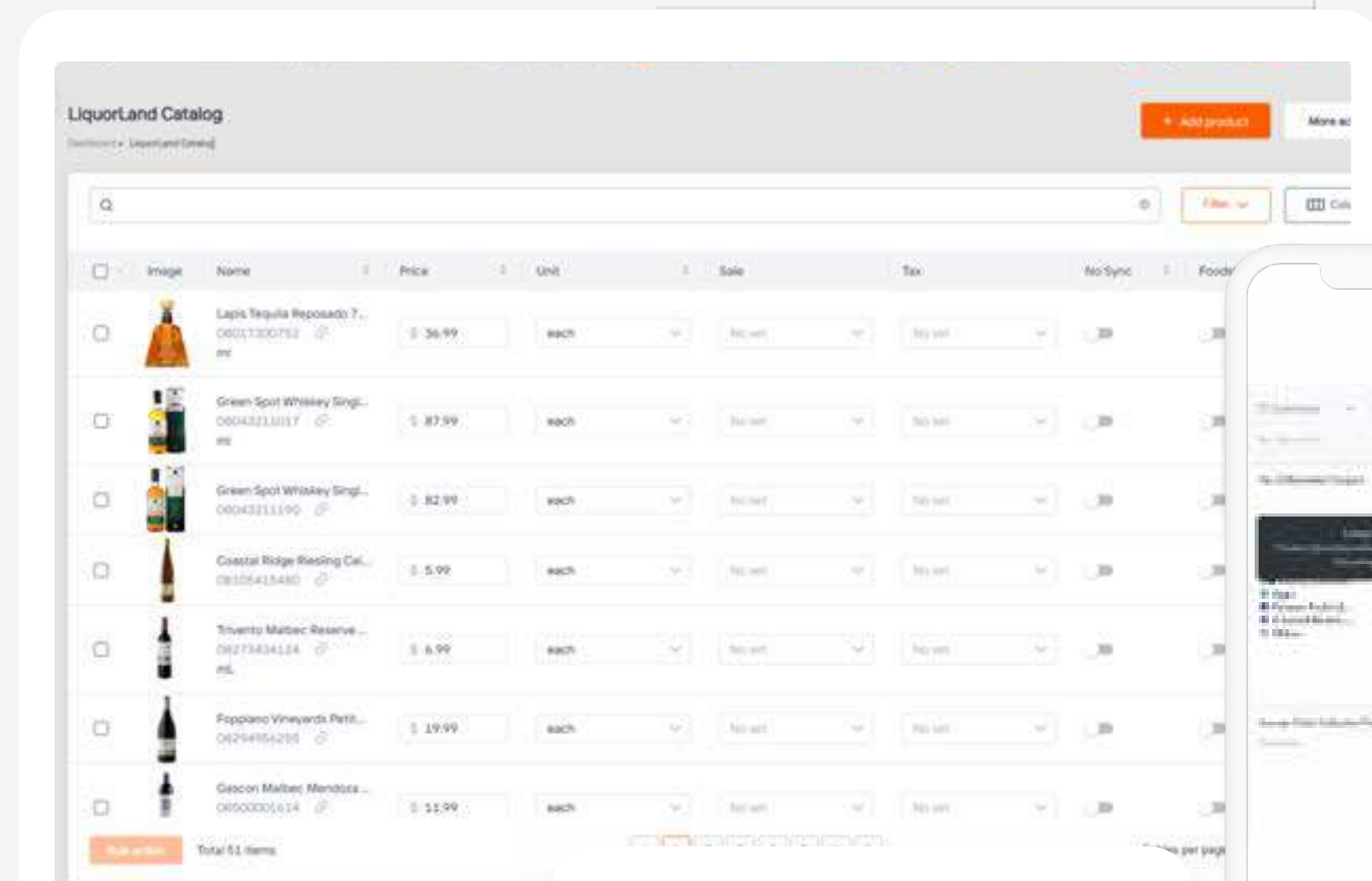
- Alcohol dealer registration.
- Shipping license.
- Carrier shipping agreements.
- State retailer license.
- E-commerce liquor license.

Also, keep in mind that a few states heavily restrict or even ban shipping alcohol. Be sure to read the law thoroughly and follow all of the required steps. If your paperwork isn't in place, your store won't get off the group.

3. How do I set-up an online store?

Typically, setting up your store is one of the hardest parts. However, Local Express can make the set-up process a breeze. We offer a 1-day set-up, that way you can start selling right away.

You can get started with a pre-built ecommerce store that is fully customizable. All you have to do is add your branding and flair to make the store your own. We do the heavy lifting so you can focus on the things that really matter, like satisfying your customers.



4. Can I integrate my online store with my brick-and-mortar store?

Integrating inventory and POS is another common problem with setting up an online liquor store, but that's not a concern with Local Express.

With our platform, you can integrate your POS and inventory systems across multiple locations, whether they're in-person or online. You can access all of your dashboards in one place, streamlining the process and saving you valuable time.

LE App Store and Partners Integrations

The image displays a grid of integration categories for the LE App Store. Each category is represented by a white rounded rectangle with an orange header and various partner logos.

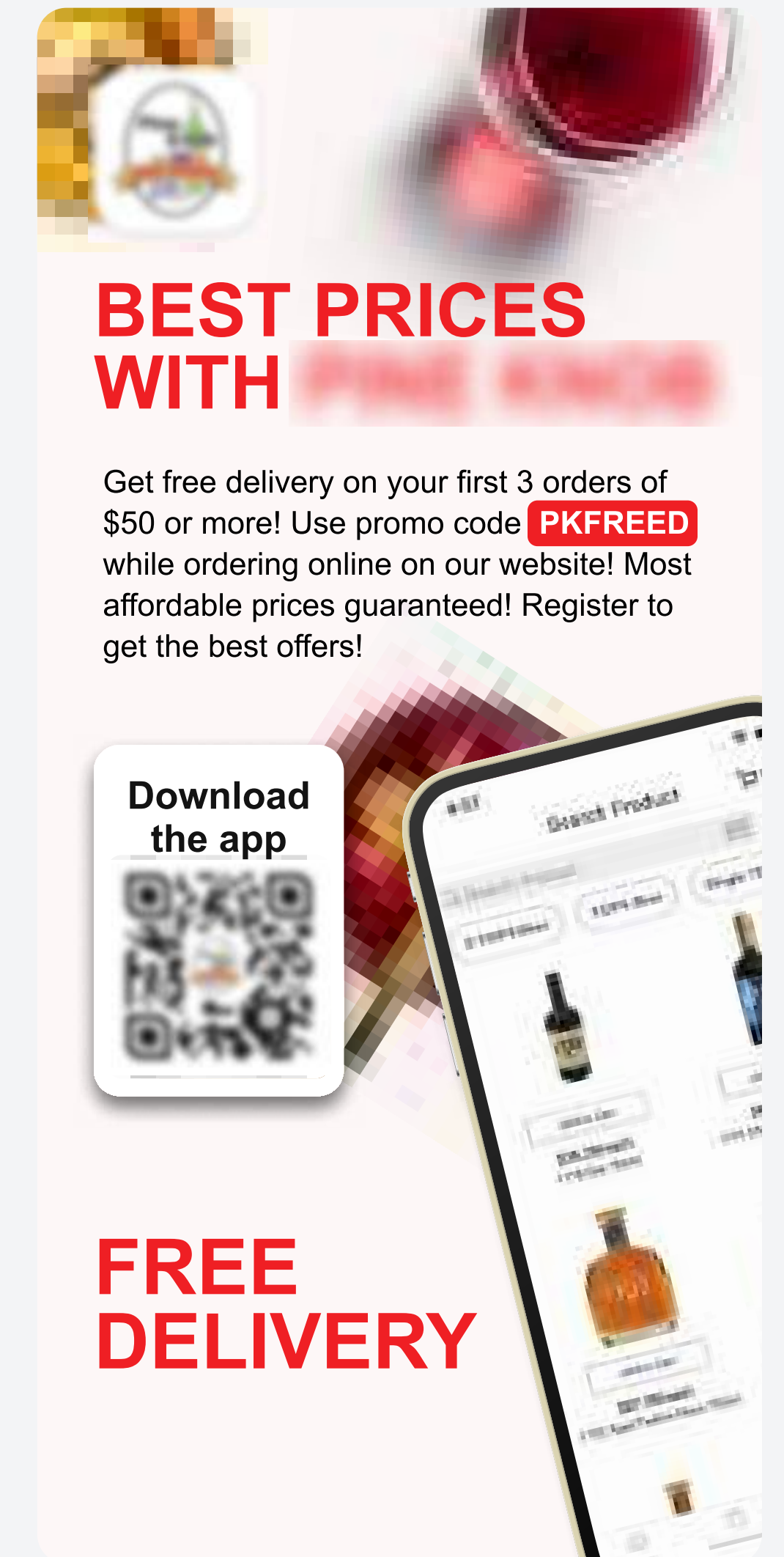
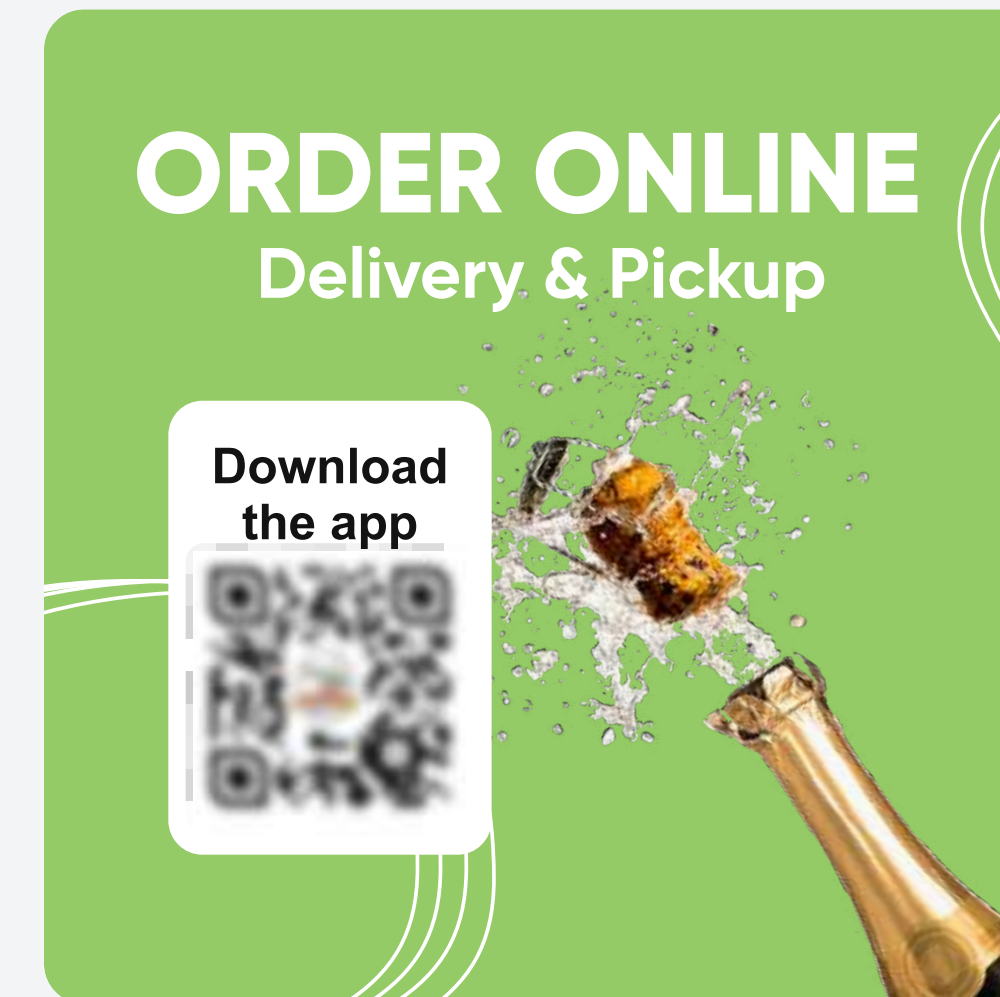
- POS:** Square, RetailEdge, clover, LOC, TRUNO, Heartland, ITRetail, FTP CATALOGUE FEED, ECRS.
- PAYMENT:** Authorize.Net, G Pay, Apple Pay, LIQPAY, Payeezy, First Data, Fondy, ITRetail, Heartland.
- MARKETING:** twilio, MailChimp, M, Google Ads, yelp, ActiveCampaign, f.
- SHIPPING:** FedEx, DHL, aramex, UNITED STATES POSTAL SERVICE, iPOST.
- DATA & CONTENT:** Listex, uCat, IX-ONE.
- COUPONS:** LOCAL EXPRESS, APP CARD.
- LOYALTY:** LOC, APP CARD.
- DELIVERY:** Uber Eats, DOORDASH, LOCAL EXPRESS, HOBA THOMAS, olo.
- AUTHENTICATION:** f, [blurred logo].
- CHAT & SUPPORT:** [blurred logos].
- ANALYTICS:** GTmetrix, Google Analytics, Yandex Metrica, hotjar.

5. How do I market my online liquor store?

Marketing your online liquor store is key if you want it to be successful, but where do you start? With Local Express, marketing to your customers is made easy.

We offer automated customer data collection and analysis, making it easy to understand what your customers do and don't want. We also offer automated email campaigns, SMS/push notifications, and more. By leveraging all of the tools we offer, you'll have no problem marketing to your customers.

Marketing

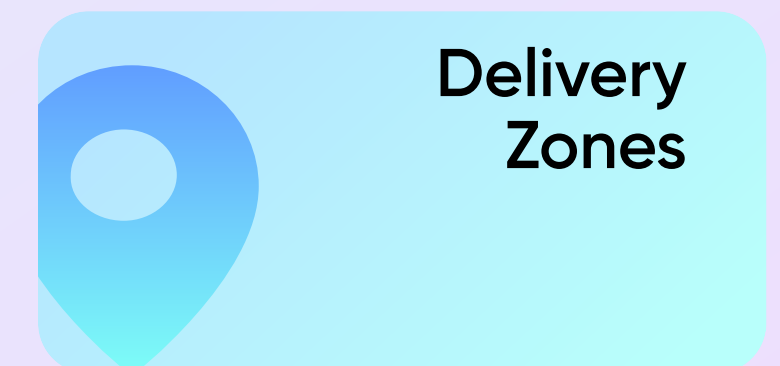
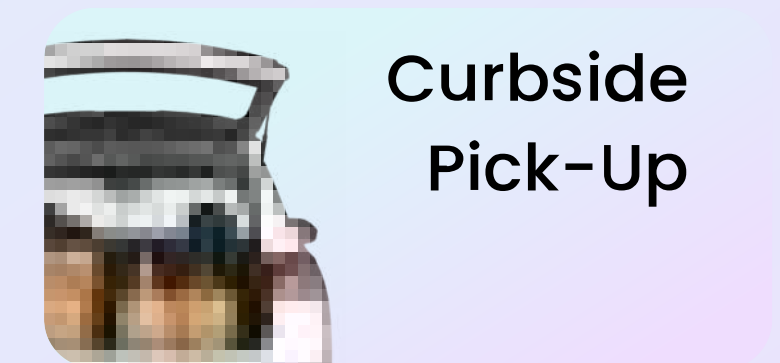
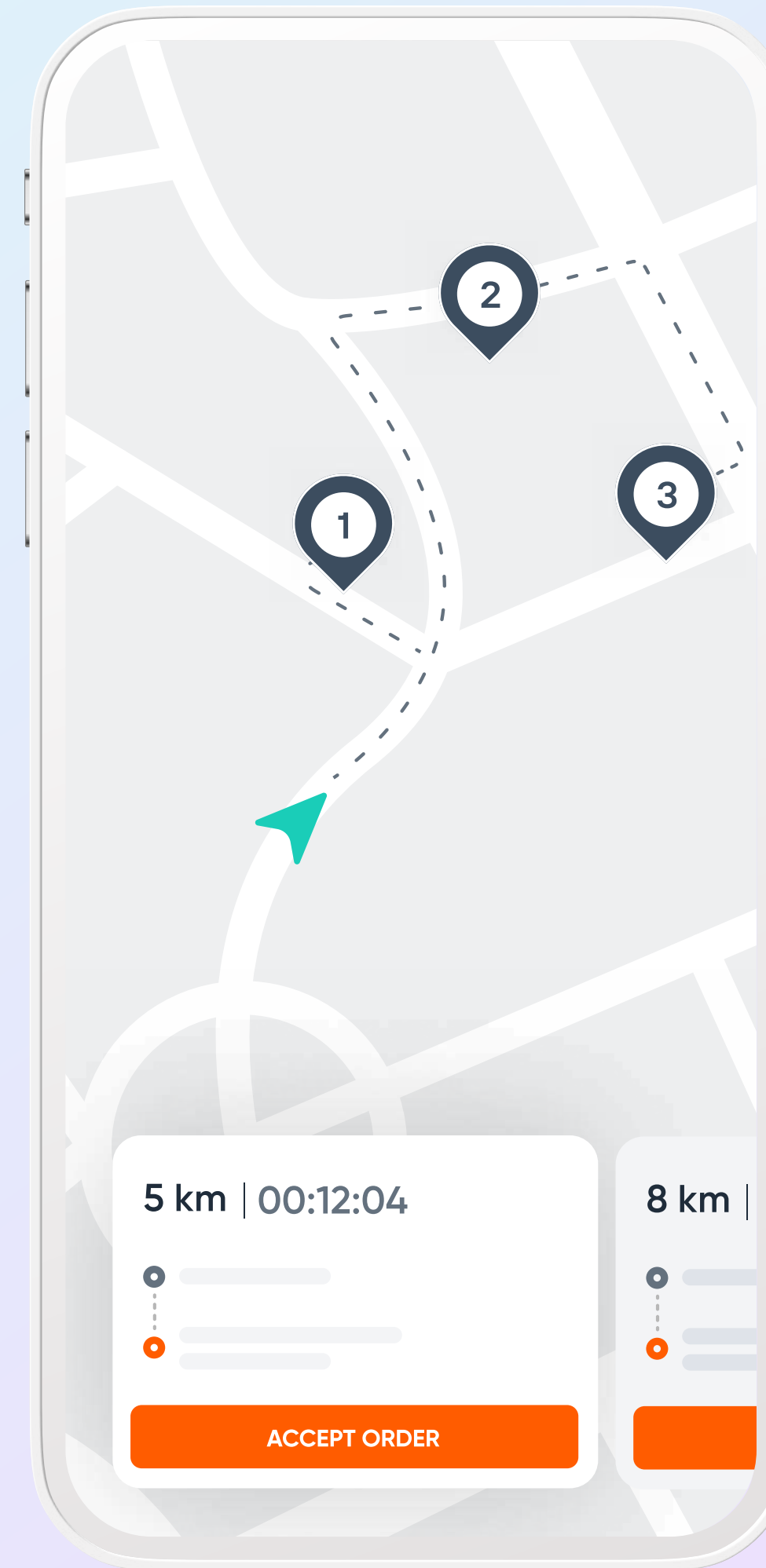


6. How do I ship products containing alcohol?

Last but not least, you have to ship your products to your customers. While that is easy for regular products, it is a bit more complicated with alcohol products. You need to verify your customer's age, often via signature requirements during shipping.

With Local Express, shipping your alcohol products is a breeze. We use a multi-vendor system that optimizes delivery cost and time. Most importantly though, our system allows for special shipping conditions like refrigeration, secure packaging, and signature requirements. With our help, you won't have to stress about shipping and delivery.

Routing optimization



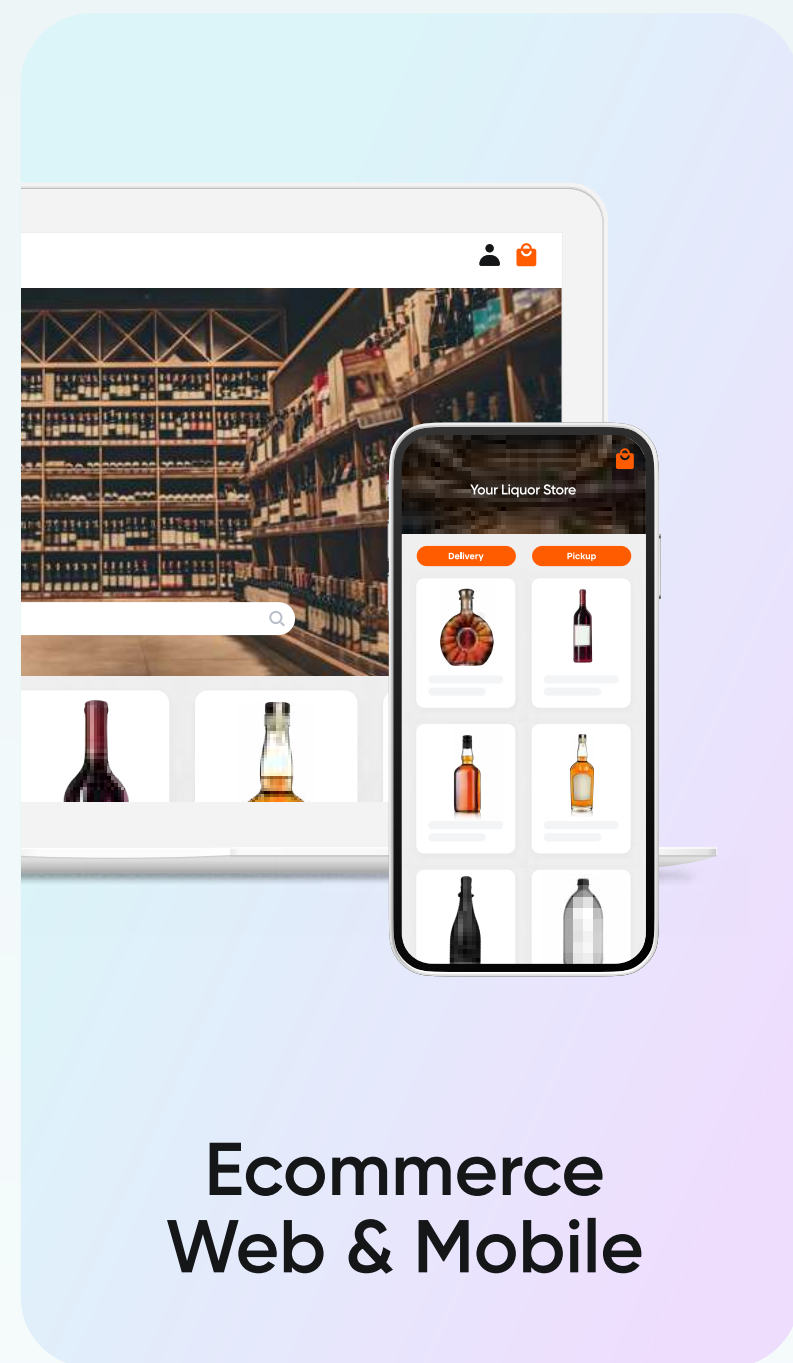
Proven Success

Find it hard to believe it's that easy with Local Express? Then just take a look at some of our satisfied customers. We have hundreds of clients who have set up online ecommerce shops and have seen incredible results. From big-name chains to independent local stores, we've helped countless customers build successful online stores.

For example, we helped the Pine Knob Wine Shoppe set-up an online alcohol store. Since setting up the store, they've grown their customer base and increased their sales. Now, they're selling to more customers than ever before and are seeing unprecedented growth—all thanks to the help of Local Express and our robust ecommerce platform.

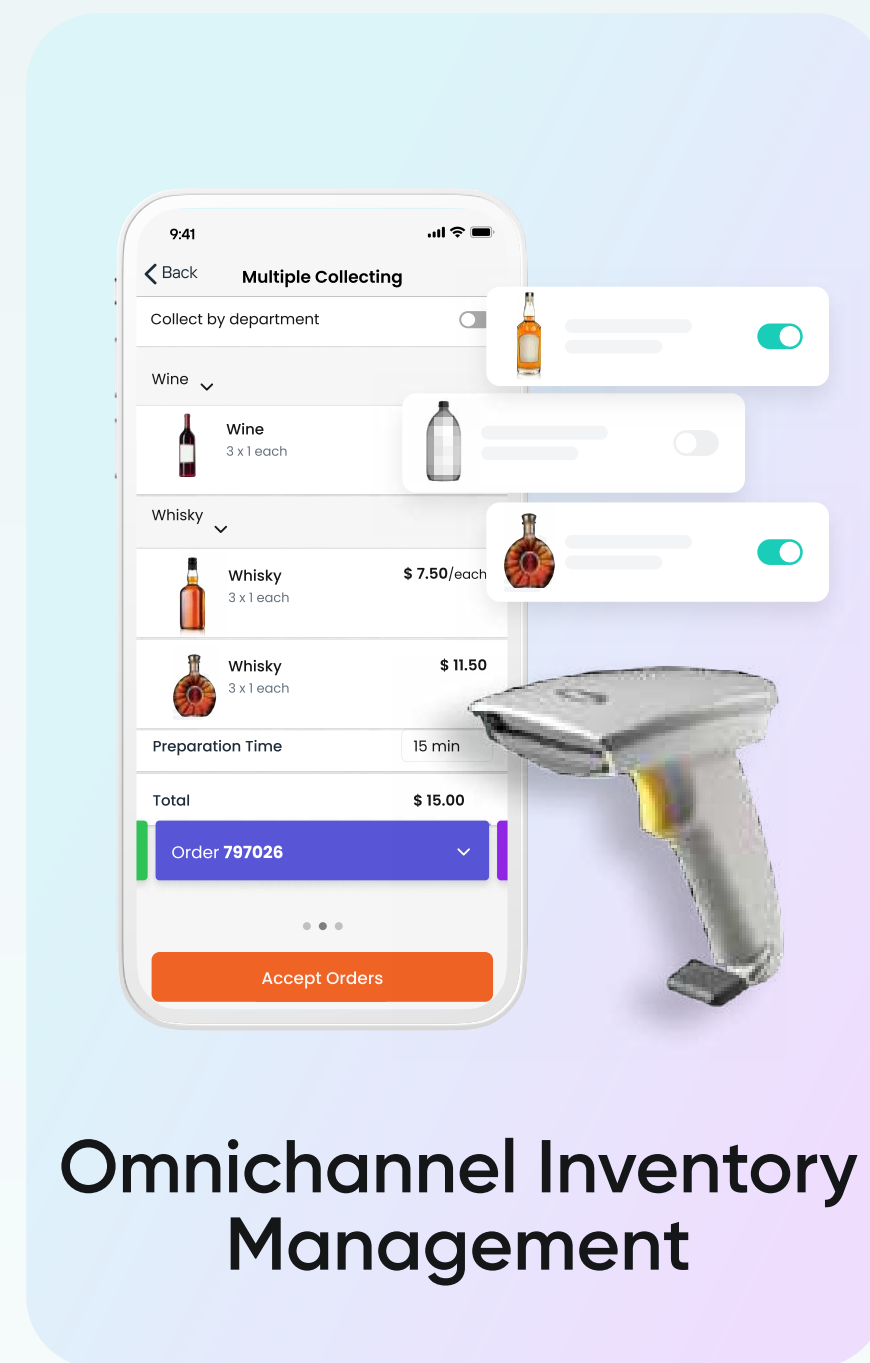
Single platform to digitize your business

to thrive with your owned brand and maximize revenue



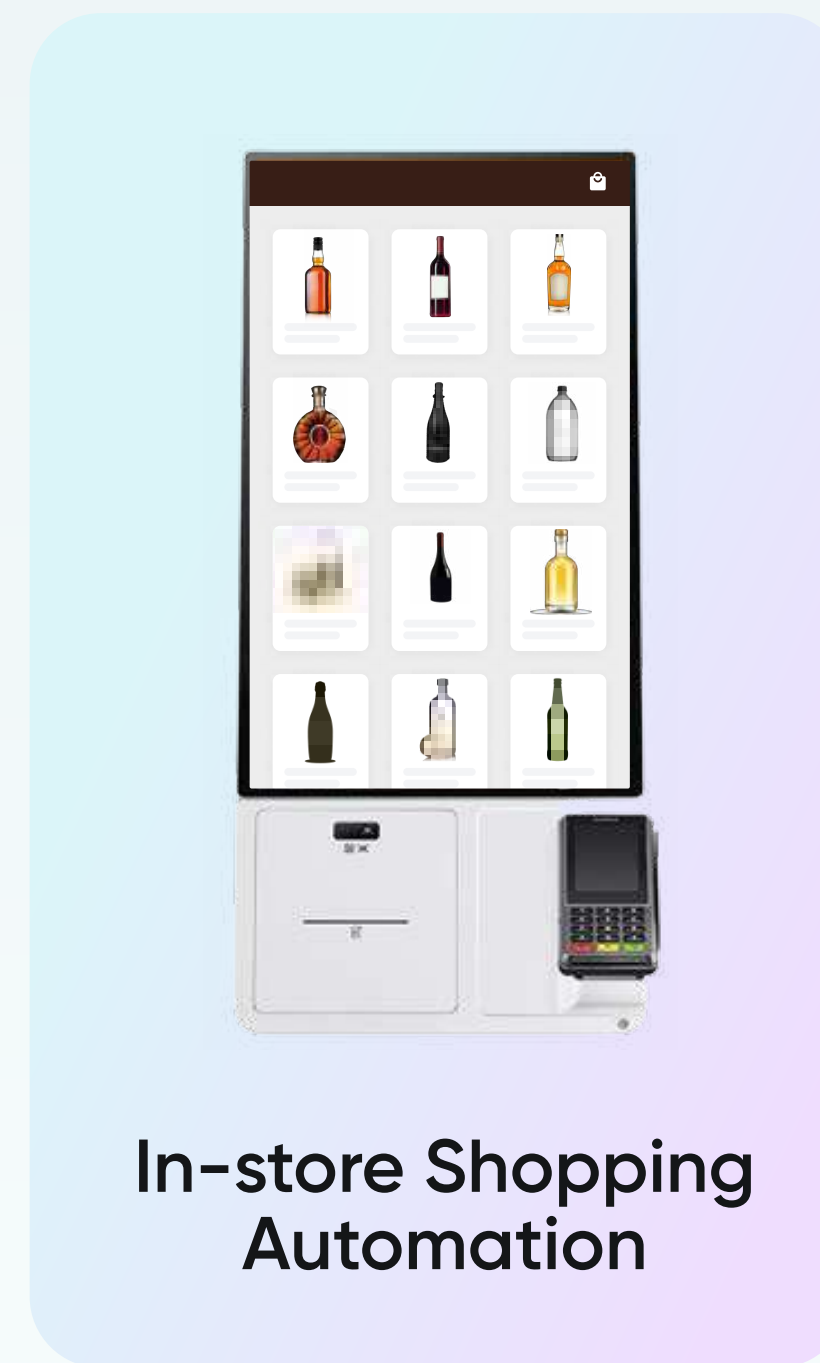
This panel illustrates e-commerce capabilities. It features a tablet displaying a liquor store's website with a grid of product images and a search bar. In the foreground, a smartphone shows a mobile app interface with a 'Your Liquor Store' header, a 'Delivery' button, and a grid of liquor bottles. The background is a soft-focus image of a liquor store aisle.

**Ecommerce
Web & Mobile**



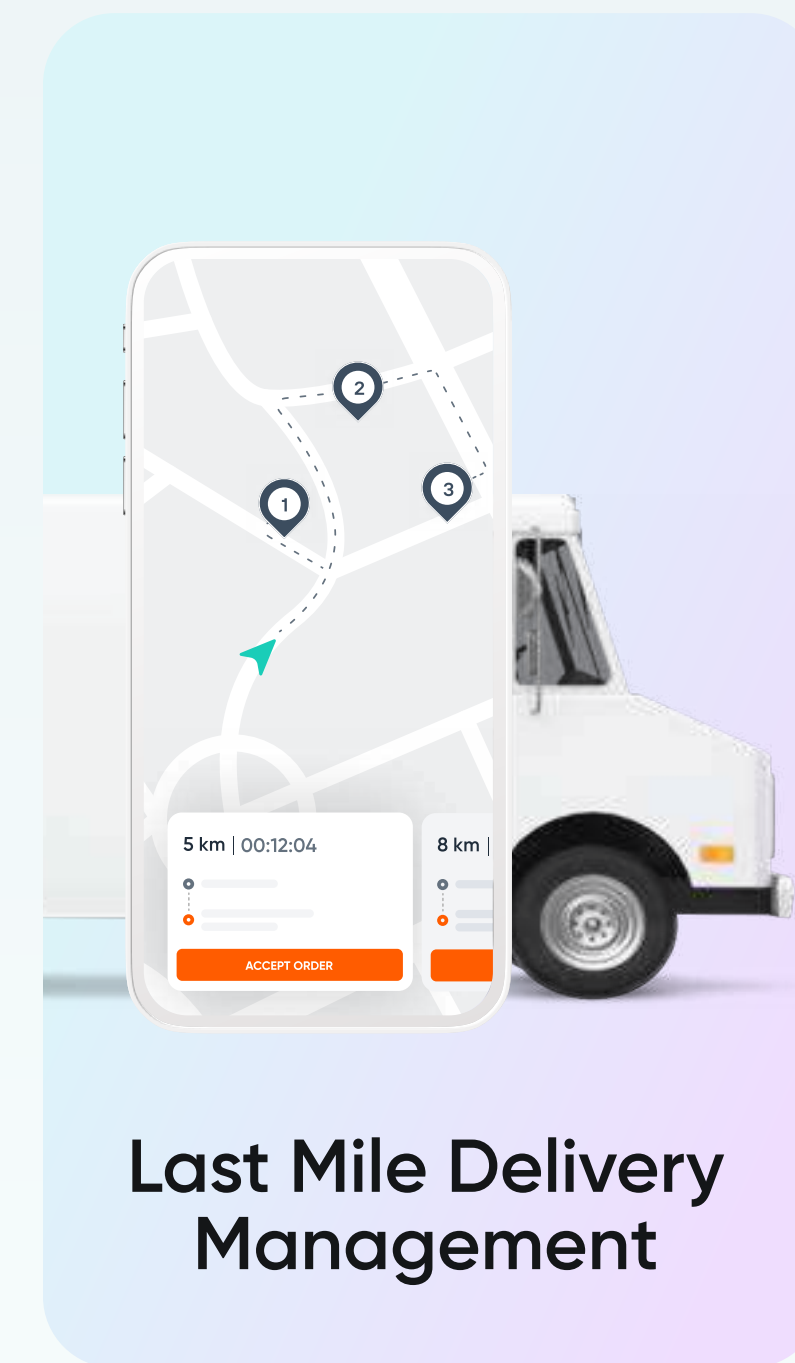
This panel shows omnichannel inventory management. A smartphone displays a 'Multiple Collecting' screen with a list of items: 'Wine 3 x 1 each' and 'Whisky 3 x 1 each' with prices of \$7.50 and \$11.50 respectively. It also shows a 'Preparation Time' of 15 min and a 'Total' of \$15.00. A barcode scanner is positioned next to the phone, and a small 'Accept Orders' button is visible at the bottom of the screen.

**Omnichannel Inventory
Management**



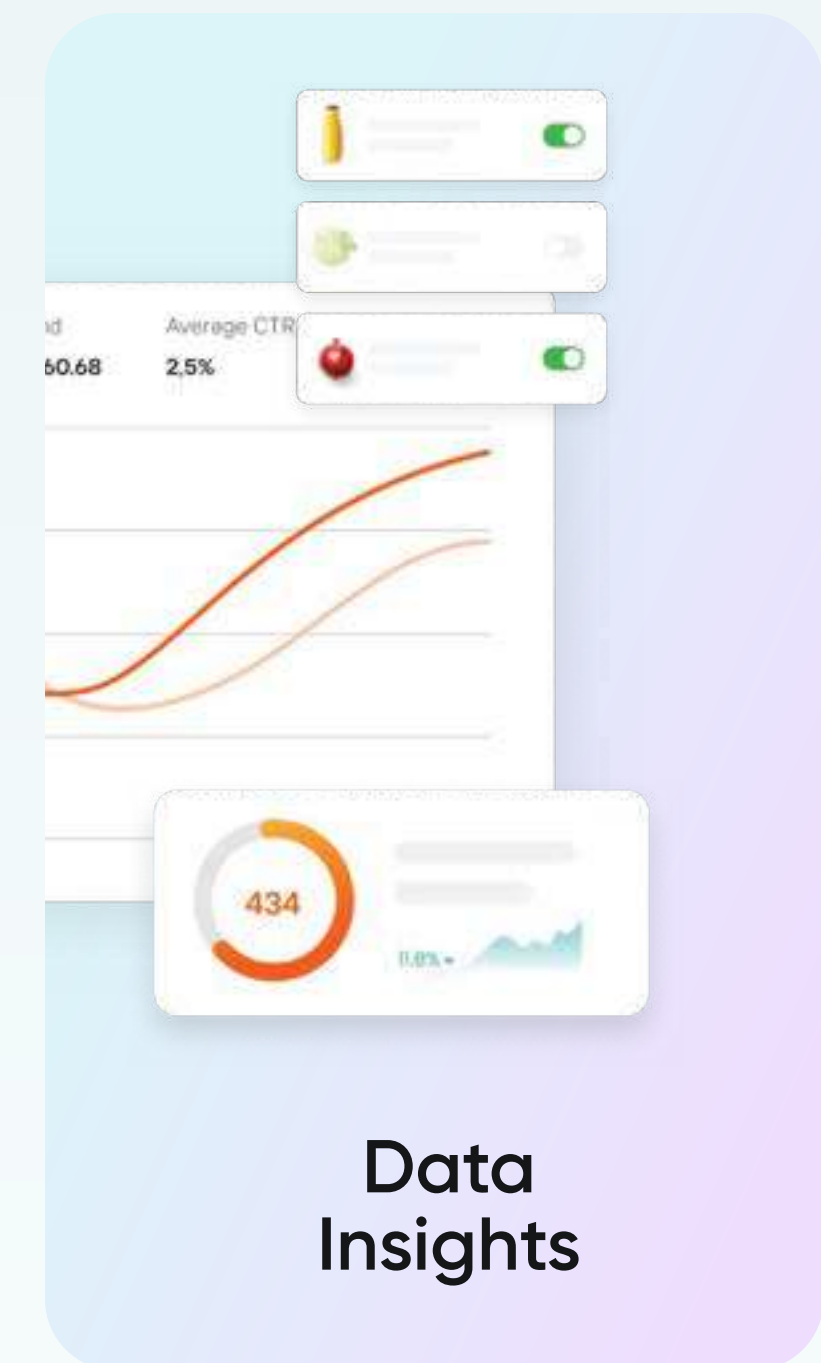
This panel depicts in-store shopping automation. A smartphone displays a grid of various liquor bottles. Below the screen, a white retail terminal is shown with a barcode scanner and a payment terminal.

**In-store Shopping
Automation**



This panel illustrates last-mile delivery management. A smartphone displays a map with a route marked by numbered points 1, 2, and 3. A white delivery truck is shown in the background. The phone screen also shows distance and time information: '5 km | 00:12:04' and '8 km |'. An 'ACCEPT ORDERS' button is visible at the bottom of the phone screen.

**Last Mile Delivery
Management**



This panel shows data insights. It features a smartphone displaying a dashboard with a line graph showing an upward trend, a circular gauge with the number '434', and a bar chart. Above the phone, there are several notification cards with icons of different liquor bottles and status indicators.

**Data
Insights**

Build Your Online Liquor Store With Local Express Today

Don't let the world pass you by. Modern customers want to shop online, and that includes alcohol. Set up your own online liquor store with the help of Local Express. We have everything you need to set up an online store your customers will love, so get in touch with us today.

[GET A DEMO](#)

LOCAL EXPRESS

Single Platform
To Empower
Food Retailers

5 Stars



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