

First of its kind, LegalHomeDelivery.com, officially launched in Dubai



LegalHomeDelivery.com, the first and only legal wines, spirits and beers home delivery service in Dubai UAE has officially been launched with the support of the UAE's two leading premium liquor retailers Maritime and Mercantile International (MMI), and African + Eastern.

The service is available to all Dubai residents who hold a valid liquor licence as well as tourists on presentation of their original passport. For those who don't yet have a liquor licence applications have been made even easier through <https://mmiliquorlicence.com/> or <http://www.alcohollicencedubai.com>.

Mike Glen, Managing Director MMI - UAE & Oman says, "MMI and African + Eastern have come together to provide a solution for the community that will bring our customers even more choice. LegalHomeDelivery.com is the only legal home delivery service for wines, spirits and beers in Dubai."

“Customers can make their purchases safe in the knowledge that all products are 100% authentic. Our teams will transport and store all deliveries in climate-controlled conditions, direct to our customer’s homes, with a quality guarantee. We hope that this service will provide our customers, even more, convenience during these unprecedented times.”

To use the service, visitors simply visit www.legalhomedelivery.com and choose from a range of MMI’s, and African + Eastern’s most popular wines, spirits and beers with the selection updated regularly. Currently, there are over 500 brands to choose from including:

- The World’s Most Admired Wine brands*
- The world’s Top 10 spirits’ brands
- All your favorite beers and ciders

Sean Hennessey, General Manager African + Eastern – UAE Retail and Oman, added, “This partnership represents a real step-change for consumers in Dubai. By launching LegalHomeDelivery.com we hope that our customers will really be able to take advantage of this great service.”

“This partnership was created to give our customers even more choice. Through LegalHomeDelivery.com, everyone can benefit from having their favourite brands delivered legally, in a safe and quality assured way from the convenience of their own homes.”

Orders placed before noon, will be delivered the next day. Customers can order online via a secure payment gateway, with a minimum spend of AED 250 (US\$ 68), plus a delivery charge of AED 50 (US\$ 14). Customers will be able to take receipt of their deliveries the following day on presentation of their valid liquor licence at the registered address.

The company stresses the high levels of Covid19 protocols as all drivers will wear face masks and gloves during delivery and are trained to high levels of sanitization before handling any products and deliveries. As required as part of the social distancing initiative, drivers will stand at least 2m from the door when delivering legal goods.

All Dubai residents (over 21 and non-Muslim) are able to apply for a liquor licence online at <https://mmiliquorlicence.com> or <http://www.alcohollicencedubai.com>