**PRESS RELEASE**

Seabourne Express has been delivering wine nationwide for almost a decade

**25 February 2****022:** Seabourne Express has been delivering wine nationwide for almost ten years. It is considered a specialist in the industry, moving some of the most highly regarded and sought-after wines across the planet.

June 2020 will be remembered as one of the most challenging times in Seabourne’s history, as it strived 24/7 to meet its customers’ expectations and achieve deliveries. This was when alcohol and wine sales were opened up via e-commerce after 66 days of an alcohol ban during Lockdown level 4 and 5.

Online orders continued during lockdown, with the anticipation of delivery within a week of the ban being lifted. Along with new sales that exploded immediately after the announcement by the South African government, the situation almost immediately resulted in unprecedented volumes that required couriers such as Seabourne to instantly increase infrastructure and labour to accommodate the volumes.

Unfortunately, the flood or orders directly impacted the ability to perform at regular delivery levels and created an extensive backlog in all systems, despite market research and planning throughout May in anticipation of increased volumes.

***Ends***

**Notes to the editor**

To download hi-res images for this release, please visit <http://media.ngage.co.za> and click on the Seabourne Group link to view the company’s press office.

**About Seabourne Group**With offices across Europe and in South Africa, our business philosophy is to exceed client expectations with courtesy, fast response times, flexibility, and a truly personal and professional service. These values form the basis of our partnerships with our customers. At Seabourne in South Africa, we provide a wide range of courier services that can be tailored to your requirements. Our many years’ experience, combined with the flexibility of being a privately run company, has enabled us to create efficient means of holding, managing, and reporting on stock. This approach enables us to create lasting business partnerships with our customers and our suppliers. Seabourne Group has developed into one of the industry’s leading independent operators with offices across the UK, Holland, France, and South Africa. With world class, personal service, Seabourne has built an exceptional reputation for good communication, flexibility, and commitment.

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