WDW

NY • NJ • CT • OR • WA

SPECIAL EDITION

A Culture of Fine Wine:
The Discipline of Brand Building through Commercial Excellence

NOVEMBER 2026

NEWSLETTER



Kevin Murphy, Executive Vice President of WDW

Q&A WITH KEVIN MURPHY, EXECUTIVE VICE PRESIDENT OF WDW, PART II

WDW was founded in October 2015 in New York and soon after expanded to New Jersey, generating $16MM in revenue in 2016 across the two states. Since then, WDW acquired the revered fine wine specialist Galaxy Wine Company in Oregon (June 2018), making it a bi-coastal operation; expanded its distribution to Connecticut (October 2018), completing its representation in the Tri-State area; and most recently expanded Galaxy's operations into Washington state (Jan 2022).

WDW crossed the $100 Million revenue threshold in 2025. ***Today, WDW operates in five states with 124 employees and growing, representing nearly 800 winery partners, and is projected to do $110MM in business with 490,000 cases sold in 2026.***

With more than a decade of business under its belt, Executive Vice President Kevin Murphy reflects on the past ten years, and shares what's to come for the fine wine wholesaler.

Can you speak about the growth of WDW's East Coast operations from a personnel and supplier perspective?

"In 2016, we had 29 employees and represented 68 winery partners, and today across the five states, we have 124 employees and represent nearly 800 winery partners. "That growth is all attributed to relationships, and it's been a measured expansion. At every stage, we've made sure we generate enough business to justify growing the team, and then those additional team members allow you to bring on more suppliers because you have greater market penetration. As with everything, it's a balancing act."

Can you also speak about WDW Galaxy's growth from a personnel and supplier perspective?

"The expansion of WDW over the past decade was both deliberate and opportunistic.

"The **WDW Galaxy Oregon** portfolio is honestly unmatched, and that's because when **Matt Elsen** and **Bob Liner** founded the company in 1999, they built a team and a portfolio committed to family-owned wineries with a deep sense of place. So when WDW acquired the business in 2018, our mission was to continue along that same path.

Today, Galaxy Oregon is comprised of 400 distinguished producers, and our aim now is two-fold: we want to expand some of our Oregon supplier relationships to **Galaxy Washington**, and we want to make sure every supplier in the Oregon and Washington books ascribe to that fine wine ethos."



Friday Sales Meeting



Galaxy OR Sales Team at Hyland Estates

WDW stands out for its capacity as brand builders, particularly in the on-premise. What about your route-to-market contributes to that success?

"Focus. This business is difficult, but it's not complicated. It's **people** and **portfolio**. We hire people that understand the work ethic, attention to detail, drive, and commitment needed to be successful.

"And it is our responsibility, myself and Benjy Kirschner, Senior Vice President of Sales, to put people in positions to succeed. We make sure the business objectives are clear and the programming is focused so when it comes time to execute, our team can tune out the noise and feel super enthused and energized.

"We hire a lot of people with restaurant backgrounds. Hristo Zisovski, our NYC Director of Sales, came from the Altamarea Group; Nic Bradley, our NJ Director of Sales, came from The Modern – so our business is self-fulfilling. We're currently 58% on-premise, 42% off-premise because we have a team that intrinsically understands the needs of the on-prem, and we also have a fine wine portfolio that lends itself to on-prem list placement."



NY Metro Sales Director Hristo Zisovski

The WDW portfolio is focused on families committed to commercial success. How do you see the portfolio evolving over the next decade?

"From a portfolio perspective, I would like to expand the relationships that we have in one or two markets to all five markets, and we've done that in several cases.

"And then we also want to be opportunistic about portfolio additions. We've doubled-down on our commitment to fine wine, and positioned ourselves as a **fine wine-exclusive partner** who can deliver for those smaller or underrepresented wineries. We're having a lot of those conversations right now.

"The distributor landscape is changing every day, and there may also be the opportunity, in the future, to expand our wholesale business into other states. You never know."



Galaxy OR Sales Manager Caryn Benke



Galaxy WA Sales Director Loren Elliott and Galaxy WA Sales Rep Luke Chouinard



NJ Sales Rep Robert Cappelleri and NJ Sales Rep Brandon Ray