

Wilfred Wong
Cellarmaster, Beverages and More!

Wilfred Wong, Cellarmaster for Beverages & more! is a 35 year veteran of the wine industry. In his current role at BevMo, Wong is responsible for the overall product content of for the chain as well as writer of the company's monthly newsletters. Working under the direction of Executive Vice-President David Richards, Wilfred maintains the ever changing information of the 4,000+ wine skus offered by this 62-store California retail beverage chain. In addition to this day job, Wilfred writes regular columns in Vineyard & Winery Management Magazine and Beverage Industry News. Wilfred lives in San Francisco with his wife Alice of 26 years and their dog Cody.