

Infrastructure For Alcohol Ecommerce

An Interview with Firas Soro, Founder and Chief Executive Officer, Vista Fulfillment Group

EDITORS' NOTE Firas Soro is the Founder and Chief Executive Officer of Vista Fulfillment Group. A serial entrepreneur in the San Diego, California area, Soro has served as a Neighborhood Market Association board member for several years and is a former chairman. He is very active in the community.



Firas Soro

COMPANY BRIEF Vista Fulfillment Group (vistafulfillmentgroup.com) is not just a fulfillment provider – it provides the infrastructure behind

alcohol ecommerce. The company exists to facilitate the regulatory, operational, and logistical barriers that prevent alcohol brands from scaling online. By operating as the licensed retailer of record, Vista Fulfillment Group allows brands to focus on growth while Vista handles compliance, fulfillment, technology, and execution from start to finish.

Will you discuss your career journey?

I have spent more than 30 years in the beverage alcohol industry, beginning at a young age working alongside my family. That early exposure gave me a practical understanding of operations, inventory management, and customer relationships. In 2000, I purchased my first independent business and later built ventures across cell phone retail, real estate, laundromats, and consumer services. Each experience strengthened my ability to

identify opportunity and scale systems effectively.

In 2006, I founded Vista Wine and Spirits. While it operated as a licensed retailer, it was always designed with a broader vision in mind. I saw an industry constrained by fragmented logistics and limited technology adoption. My goal was to modernize how alcohol could be stored, sold, shipped, and scaled.

In 2016, I recognized that ecommerce would reshape alcohol retail and partnered early with platforms such as ReserveBar and Flaviar. In

2019, I invested \$6 million of personal capital to build 3JMS, our proprietary alcohol logistics platform. That investment marked our evolution into Vista Fulfillment Group, now operating five warehouses nationwide and supporting more than 500 brands and marketplaces.

What was your vision for creating Vista Fulfillment Group?

The vision was to build infrastructure for alcohol ecommerce, not simply a logistics company. Alcohol is regulated at both federal and state levels, with different rules governing licensing, shipping, taxation, and compliance in each jurisdiction. A transaction that is legal in one state may not be legal in another. I saw early on that brands and marketplaces would struggle to scale without a compliant operational backbone.

Vista Fulfillment Group was built to absorb that complexity. By combining licensed retail

entities, multi-state warehousing, and proprietary technology, we enable brands to sell online across 48 states without managing regulatory and operational challenges themselves.

Will you provide an overview of Vista Fulfillment Group's services and capabilities?

Vista Fulfillment Group powers how alcohol is sold and shipped online in the United States. Through our five warehouses, our licensed retail entity, we store inventory, fulfill orders, and ship compliantly using approved carriers with required adult signature verification. We operate five warehouses across California, New York, and Texas, providing national coverage.

At the center of our operation is 3JMS, our proprietary order and warehouse management platform built specifically for alcohol. It connects checkout to fulfillment, tracks inventory in real time, manages compliance controls, and supports financial workflows.

We are a true one-stop shop, capable of onboarding brands in as little as one week. In addition to compliant fulfillment, we offer engraving, custom packaging, curated gift programs, co-packing, and limited release launches. Through Bottle Nexus, we partner with more than 500 brands and marketplaces, serving as ecommerce infrastructure rather than a traditional third-party logistics provider.

How has alcohol ecommerce opened new paths to scale for small and mid-size brands?

Ecommerce has fundamentally changed how small and mid-size alcohol brands grow.

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In the past, national expansion depended heavily on wholesale distribution and physical shelf space. Today, our compliant direct-to-consumer infrastructure allows brands to reach customers in 48 states without building their own licensed operations or warehouses. Brands can launch nationally, test products, gather real-time consumer data, and build direct customer relationships much earlier in their life-cycle. Companies such as Garrison Brothers and Shortbarrel Bourbon illustrate how premium brands use ecommerce to expand reach and strengthen brand equity. With the compliance and fulfillment systems that Vista offers, smaller brands can now compete at a national level faster and more efficiently than ever before all in a seamless solution.

What are the keys to success when selling alcohol online?

Success in alcohol ecommerce comes down to three critical factors: compliance, customer experience, and strategy. First, compliance is non-negotiable. Alcohol is one of the most regulated product categories in the country. Without the right licensing structure, shipping protocols, and state-by-state controls, brands simply cannot scale. Second, the customer experience must be seamless. That includes proper packaging, safe transit, timely delivery, and required adult signature verification. The product must arrive in perfect condition and on time. In ecommerce, the unboxing moment becomes part of the brand experience. Third, marketing and go-to-market strategy are essential. Without

strong brand positioning and demand generation, even the best logistics platform will not drive growth. While fulfillment is our expertise, we always encourage our partners to invest in marketing strategies that build awareness and drive traffic.

How do you focus your efforts leading Vista Fulfillment Group?

As President of Vista, my primary focus is growth and stewardship. I spend a significant amount of time building relationships with new brand partners and marketplaces, identifying opportunities where we can add value. At the same time, I remain deeply focused on our existing clients, ensuring they are supported and positioned to grow.

Leadership for me also means reinforcing our culture internally. We operate in a complex regulatory environment, so discipline, ethics, and accountability are critical. I make sure our team understands that growth must always be sustainable and compliant. We are always expanding, always improving systems, and always looking for new ways to serve our partners better.

Did you always know that you had an entrepreneurial spirit and desire to build your own business?

Yes. From a young age, I knew I wanted to build something of my own. My first business was selling cell phones when I was 20 years old. That experience taught me how to sell, manage inventory, and take personal responsibility for results. I never had a strong desire to work for someone else. I was motivated

by the idea of creating opportunity, building systems, and growing something through my own effort.

Entrepreneurship is not easy. It requires resilience, long hours, and the ability to make difficult decisions. But for me, it has always felt natural. I am most energized when I am building.

As Vista Fulfillment Group celebrates its 20th anniversary, are you able to reflect on the success and impact of the business?

I am incredibly proud of what we have built and of the team that has built it with me. Many members of our leadership and operations teams have been with us since the early days. Their loyalty, commitment, and belief in our vision are what made this milestone possible. We started as a single licensed retailer with a broader idea about the future of alcohol ecommerce. Today, we operate five warehouses nationwide, support more than 500 brands, and serve as infrastructure for a rapidly growing segment of the industry.

Looking ahead, the next level means expanding into additional states, growing our client base, and continuing to innovate new avenues for direct-to-consumer sales. It also means continuing to lead with integrity.

I am a values-driven leader. Our culture is built on ethics, accountability, and treating people the right way – our employees, our vendors, and our clients. That foundation is what allowed us to grow over the past 20 years, and it is what will carry us forward. ●

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