



## **BACARDI USA NAMED “BEST LARGE SPIRITS SUPPLIER” AT VIBE CONFERENCE**



*Picture from left to right: Donna Hood-Crecca, Director Technomic Inc.; Chris Morgan, National Account Manager Bacardi USA; Terry Boyer, Director National Accounts On-Premise Bacardi USA; and Tony Abou-Ganim, “The Modern Mixologist”*

Coral Gables, Fla., May 5, 2015 – Bacardi U.S.A., Inc. was recently named “Best Large Spirits Supplier of the Year” at the annual 2015 VIBE Conference, the premier on-premise beverage alcohol conference in the country which brings together all the top on premise operators, suppliers and associated vendors.

Every year, VIBE commissions a survey, run by foodservice research and consulting firm Technomic, Inc., to conduct the voting and to determine the industry’s best supplier team. The program is unique in that it invites beverage operators to rate spirits suppliers across a number of criteria including which company they view as the most professional and best at meeting their needs.

“A big thank you to everyone on the team, our customers and distributors for this award,” said Toby Whitmoyer, Vice President, Managing Director, National On Premise, Bacardi North America. “We are proud to be named the ‘hardest working team in the business’ and are committed to an even greater level of customer service in the future.”

The VIBE Supplier Awards program has grown in prestige and importance since its inception six years ago. A VIBE Award is a strong recognition of a company’s service levels, as it comes

straight from their customers. The annual event is produced by the Nightclub & Bar Media Group and was most recently held on March 31, 2015 in Las Vegas.

**About Bacardi U.S.A., Inc.**

Bacardi U.S.A. Inc. is the United States import and distribution arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, MARTINI vermouth and sparkling wines, and other leading and emerging brands.

Founded 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. For additional information, visit [www.bacardilimited.com](http://www.bacardilimited.com).

**Media contacts**

Jim Gallagher or Amy Federman, +1.441.294.1110, [jgallagher@bacardi.com](mailto:jgallagher@bacardi.com),  
[afederman@bacardi.com](mailto:afederman@bacardi.com)

©2015 BACARDI

BACARDI, THE BAT DEVICE & OTHER MARKS RELATED TO PRODUCTS ARE TRADEMARKS OF  
BACARDI & COMPANY LIMITED OR OF OTHER SUBSIDIARIES OF BACARDI LIMITED.