



Bacardi USA Named “Best Large Spirits Supplier” at VIBE Conference

- Bacardi snags top supplier award for second year in a row -

Coral Gables, Fla., January 26, 2016 – For the second year in a row, Bacardi U.S.A., Inc. was named “Best Large Spirits Supplier of the Year” at the 2016 VIBE Conference, the premier on-premise beverage alcohol conference in the country. The annual conference brings together the top chain operators, suppliers and associated vendors in the industry.

Every year, VIBE commissions a survey, run by the 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.

“Congratulations to the Bacardi USA team, as well as our customers and distributors for this award for a second year in a row,” said Toby Whitmoyer, Vice President - Customer Marketing for Bacardi North America. “This award is particularly notable as it’s determined by a survey of all the top on-premise operators in the United States so it truly reflects our ability to deliver real value. We are proud to be once again named the ‘hardest working team in the business’ and are committed to an even greater level of customer service in the future.”

Hosted by celebrity mixologist and beverage expert Tony Abou-Ganim, the two-day conference offered chain beverage executives and operators access to interactive and educational workshops, beverage tastings, original beverage research, an impactful keynote session and invaluable networking opportunities.

The VIBE Supplier Awards program has grown in prestige and importance since its inception seven 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 held January 19-20 in San Diego.

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 nearly 154 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.
www.bacardilimited.com

About VIBE Conference

VIBE Conference, a division of Boston, Massachusetts based Nightclub & Bar Media Group, is the premiere event for chain and hotel adult beverage executives and suppliers. The top on-premise conference is held annually and involves high-level content, tastings and networking opportunities. In conjunction with VIBE Conference is a bi-weekly newsletter covering the latest industry trends, insights, news and more.

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