



Bacardi USA Named “Best Large Spirits Supplier” for Sixth Consecutive Year at 2026 Vibe Conference

Coral Gables, FL, March 17th, 2026 – For a sixth consecutive year, **Bacardi USA has been named “Best Large Spirits Supplier” at the 2026 Vibe Conference**, widely regarded as a leading event dedicated to the on-premise beverage industry. Winners are selected exclusively by national account operators, making this award a direct reflection of the strong customer relationships, service excellence, and consistent leadership of Bacardi.

“As a family-owned company for more than seven generations, understanding the value of relationships has been foundational to the building of the Bacardi legacy,” says Rohith Reddy, Vice President, On-Premise, Bacardi. “This recognition is especially meaningful because it comes directly from our customers. We have outstanding brands, the most talented people, and partners who trust us to exceed expectations. This win reflects our unwavering commitment to putting relationships first.”

For more than ten years, the Supplier Awards have invited beverage operators to rate their respective supplier companies on key attributes. The results are based on comprehensive research from food and beverage industry research and consulting firm CM Profit's annual On-Premise Partnering Study. Through in-depth live interviews with 56 leading operators, CM Profit gathered assessments of supplier service performance across the industry. Winners were then identified in four categories including beer, wine, spirits, and non-alcohol beverages, categorized by total annual case volume.

The 2026 Vibe Conference was produced by Questex and took place on February 23-25 in San Diego, California.



About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import and distribution arm of family-owned Bacardi Limited, the largest privately held spirits company in the world. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDÍ® rum, PATRÓN® tequila, GREY GOOSE® vodka, DEWAR'S® Blended Scotch Whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, ANGEL'S ENVY® American straight whisky, and ST-GERMAIN® elderflower liqueur. Visit www.bacardilimited.com or follow us on [LinkedIn](#) or [Instagram](#).

About Vibe Conference

Bringing together national and regional chain, hotel, cruise, airline, and concessionaire beverage executives with the suppliers shaping the market, Vibe delivers the industry's most innovative conference program. Each year, the application-only event features ROI-driven content, curated tastings, and exclusive experiences designed to spark profitable partnerships and inspire the future of on-premise beverage programs.

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