

2015 VIBE Awards to Leading Adult Beverage Companies

On-premise operator ratings of spirits, wine, beer, non-alcohol and mixer companies identify top suppliers

LAS VEGAS, April 6, 2015, Adult beverage suppliers rated as top performing partners by leading chain restaurant and hotel beverage professionals were recognized at the 2015 VIBE Supplier Awards during the VIBE Conference in Las Vegas last week. The VIBE Supplier Awards program has grown in prestige and importance since its inception six years ago. This program is unique in that it invites beverage operators to rate supplier companies on key attributes that contribute to their own growth and success. A VIBE Award is strong recognition of a company’s service levels as it comes from their customers. The VIBE Conference is produced by the Nightclub & Bar Media Group.

To insure efficient, fair and unbiased balloting and analysis, the VIBE Conference partnered with foodservice research and consulting firm Technomic Inc. to conduct the voting. Key beverage operators were invited to rate supplier companies on various attributes, using a score of 1-10.

- Business-Building support, including Innovation, Creativity, Unique & Effective Ideas and Training Programs
- Service & Support performance, involving Communication, Responsiveness, Understanding of Operator’s Needs and Service Levels

The voting was conducted from January 15 through February 14. Technomic analyzed the results and identified the winners:

2015 VIBE Supplier Awards Category	Winner
BEER	
Small Beer Company	Lagunitas Brewing
Medium Beer Company	The Boston Beer Company
Large Beer company	Anheuser-Busch
SPIRITS	
Small Spirits Company	The Patrón Spirits Company
Medium Spirits Company	William Grant & Sons, Inc.
Large Spirits Company	Bacardi, USA
WINE	
Small Wine Company	Terlato Wines International
Medium Wine Company	Ste. Michelle Wine Estates
Large Wine Company	Constellation Brands
NON-ALCOHOL & MIXES	
Medium Non-Alcohol & Mixes Company	Sun Orchard
Large Non-Alcohol & Mixes Company	Monin Gourmet Flavorings

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Source: Nightclub & Bar Media Group

[About VIBE](#)

The [VIBE Conference](#) is the premiere event for chain and hotel adult beverage executives and suppliers. The top-to-top on-premise conference is held annually in Las Vegas, and involves high-level content, tastings and networking opportunities.

[About Technomic](#)

Technomic provides clients with the facts, insights and consulting support they need to enhance their business strategies, decisions and results. Its services include numerous publications and digital products, as well as proprietary studies and ongoing research on all aspects of the food industry.