

VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

For Immediate Release

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VIBE Conference Presents 2020 On-Premise Innovator of the Year Award

CARLSBAD, CA-[VIBE Conference](#), the premiere on-premise beverage conference for beverage executives, recognized a food and beverage industry innovator Tuesday, Feb. 25 during the **2020 Vista Awards** at its annual conference held at the Omni La Costa Resort & Spa, Carlsbad, CA.

The winner - Bert "Tito" Beveridge - founder and master distiller of Tito's Handmade Vodka - is a pioneer in the world of spirits.

In 1997, before he sold a single drop of spirit, Tito fought to create a permitting process in Texas in order to legally open the state's first distillery. Without investors, any formal training, and on a tiny budget, he relied on credit cards to fund his dream and ran up 19 of them before he started making money. With the unwavering dedication of a small, devoted staff and friends who pitched in to help build the distillery shack, his dream started to take shape.

Early on, Tito worked day and night in the one-room shack cooking vodka constantly and sleeping when he could. Days at the distillery, filled with hand-bottling, screwing on caps, and putting Elmer's glue on paper labels, were punctuated with those spent canvassing Austin. He met with local liquor stores and distributors, sharing his vodka at parties, and introducing his

brand to build a cadre of local, loyal followers. Tito would head home exhausted and exhilarated; then wake up and do it all over again.

These awards recognize the creation, training, execution, management, and on-going positive results of an on-premise national chain company's corporate beverage program. Tito Beveridge was honored at [VIBE Conference](#), the annual premiere event recognizing the leading chain and hotel adult beverage executives and suppliers, last week in Carlsbad, CA.

Now in its eleventh year, VIBE Conference, a division of New York-based Questex Group, is the premiere event for chain and hotel adult beverage executives and suppliers, produced for Questex by Weiss Foodservice Visions, Inc. The 2020 conference was held in Carlsbad from February 24-26.

About VIBE Conference:

VIBE Conference is the premier 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. The 2021 conference will be held at the Omni La Costa Resort & Spa Feb. 22-24, 2021.

About Questex:

Questex helps people live better and longer. Questex brings people together in the markets that help people **live better**: travel, hospitality and wellness; the industries that help people **live longer**: life science and healthcare; and the technologies that enable and fuel these **new experiences**. We live in **the experience economy** – connecting our ecosystem through live events, surrounded by data insights and digital communities. We deliver experience and real results. **It happens here.**

CONTACT: <https://www.vibeconference.com/contact>