

VIBE CONFERENCE

VERY IMPORTANT BEVERAGE EXECUTIVES

For Immediate Release

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VIBE Conference Presents 2020 VIBE On-Premise Industry Legend Award

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

The winner - Joe Smith, Senior Vice President, Sales, MONIN Gourmet Flavorings - was recognized for his contributions to new ways to continue to serve American consumers with cutting-edge methods.

Smith's career has been marked by his contribution to the on-premise market through his long association with MONIN Gourmet Flavorings. Since joining MONIN, he has restructured the sales and customer service departments, and implemented a strategic business development plan that included adding the sales operations department and expanding staff in the beverage innovation area.

Under Smith's leadership over the last eighteen years, MONIN has been awarded many beverage excellence honors by valued customers and organizations. These include VIBE's Non-Alcoholic Supplier of the Year since the award inception eight years ago.

Smith has over 45 years of sales and management experience in the food and beverage industry with career success at MONIN Gourmet Flavorings, Ocean Spray Cranberries, Inc. and Hills Brothers Coffee.

He was recently recognized with the Hospitality Executive Exchange's 2018 Icon Award, CORE's Lifetime Achievement Award and he received the 2014 Icon Award from the Millennium Board, and was previously Chairman of the Board and remains a board member of CORE (Children of Restaurant Employees), a board member of Hospitality Executive Exchange, and a board member of the Flavor Conference.

Smith 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.

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>