



For Immediate Release

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VIBE Conference Honors Top Beverage Companies During 2020 Supplier Awards Ceremony

CARLSBAD, CA - [VIBE Conference](#), the premier on-premise beverage conference for chain beverage executives, recognized the top adult beverage suppliers at the 2020 Supplier Awards during its annual conference held at the Omni La Costa Resort & Spa.

For the past nine years, the [VIBE Supplier Awards](#) has invited beverage operators to rate their respective supplier companies on key attributes including business-building support as well as service and support performance through an online survey. To ensure efficient, fair and unbiased balloting and analysis, survey results were analyzed by food and beverage industry research and consulting firm CM Profit Group. Winners were then identified in four categories including beer, wine, spirits and non-alcohol beverages, categorized by total annual case volume.

This year's VIBE Supplier Awards category winners included:

Beer:

- Large company: Constellation Brands
- Medium company: The Boston Beer Company

- Small company: New Belgium Brewing

Wine:

- Large company: E&J Gallo Winery
- Medium company: Jackson Family Wines
- Small company: J. Lohr Vineyards & Wines

Spirits:

- Large company: Beam Suntory
- Medium company: Sazerac
- Small company: Tito's Handmade Vodka

Non-Alcohol:

- Large company: Red Bull North America
- Medium company: Monin
- Small company: Q Mixers

“We are thrilled that this year the VIBE Supplier Awards will be based on research from the annual CM Profit On Premise Partnering Study. We really appreciate the time that the more than 50 operators took to participate in live interviews to choose the winners. Suppliers also really appreciate this participation because it creates a fair process,” said Tom Fox, Managing Partner, CM Profit Group.

About CM Profit Group:

CM Profit Group works in the areas of National Account research, training and consulting primarily for beverage alcohol suppliers and distributors. The annual PARTNERING STUDY is syndicated research. CM Profit Group

clients have included virtually every major (and many smaller) beverage alcohol supplier in the United States. <http://www.cmprofit.com>

About VIBE Conference:

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 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>