



For Immediate Release

Mar. 2, 2019

VIBE Conference Presents 2019 Industry Legend Winner

SAN DIEGO-[VIBE Conference](#), the premiere on-premise beverage conference for beverage executives, recognized a food and beverage industry legends Tuesday, Feb. 26 during the **2019 Vista Awards** at its annual conference held at the Sheraton San Diego Hotel & Marina.

The winner - Ken Ruff, vice president, national accounts, Beam Suntory - was recognized for his contributions to new ways to continue to serve American consumers with cutting-edge methods.

Ruff's career has been marked by his contribution to the on-premise market through his long association with Beam Suntory as it evolved from the James. B Beam Distilling Company, to Jim Beam Brands, Future Brands and Beam Global. For the last three years including this year's conference, and for seven of the last ten years, under Ken's on-premise guidance, Beam Suntory has been rated as the number one large spirits supplier as determined by the 50 top chain restaurants and hotels polled.

"I have been at Beam Suntory for more than 30 years. It is a great honor to be recognized with the Industry Legend Award at the VIBE Conference. I feel like my award is a nice statement about all the supplier representatives at the conference, and the great work they do to help our customers," Ruff said in accepting the award.

Ruff was honored at the [VIBE Conference](#), the annual premiere event recognizing the leading chain and hotel adult beverage executives and suppliers, last week in San Diego. Now in its tenth year, VIBE Conference, a division of Questex LLC, is the premiere event for chain and hotel adult beverage executives and suppliers, produced for Questex by Weiss Foodservice Visions, Inc.. The 2019 conference was held in San Diego from February 25-27.

About VIBE Conference:

VIBE Conference, a division of Boston, Massachusetts based Questex LLC, is the premier event for chain and hotel adult beverage executives and suppliers. Produced for Questex LLC by Weiss Foodservice Visions, Inc., the top on-premise conference is held annually and involves high-level content, tastings and networking opportunities. The 2020 conference will be held Feb. 24-26 at the Omni La Costa Resort and Spa in Carlsbad, CA.

###

CONTACT

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