



For Immediate Release

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## VIBE Conference Presents 2019 VIBE On-Premise Innovator of the Year Award

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

The winner - King Cocktail himself, Dale DeGroff - has been at the forefront of the modern cocktail renaissance, and has mentored many and taught thousands of aspiring bartenders, especially through his work with Beverage Alcohol Resources training program.

Master Mixologist DeGroff developed his extraordinary techniques and talent tending bar at the legendary Rainbow Room, where in the 1980's, he pioneered a gourmet approach to recreating the classic cocktails. DeGroff has since been credited with reviving the profession of bartending and setting off a cocktail explosion that continues to transform the industry.

"I am accepting the Industry Innovator award on behalf of my mentor Joe Baum as a member of the team that shared his vision of American culinary excellence, wine on every table and a return to the golden age of the cocktail! And what a team it was," said DeGroff, mentioning Baum's partner Michael Whiteman and others who were part of the original team at the Rainbow Room and Windows on the World, where DeGroff also created the cocktail program.

DeGroff 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, the 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.

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**CONTACT**

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