

Diageo Honors Drinks Distributors at 14th Annual Golden Bar Awards

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"The Golden Bar Awards are one way we are able to come together to show our appreciation for the hard work our distributors do all year long on behalf of our fine brands," said Tom Looney, President, US Spirits and Canada, Diageo North America. "At the Golden Bars we celebrate the successes of the previous year and look ahead to the coming year to discuss how we can work together to help our brands grow."

Tom Day, Diageo Global Sales Officer and Chairman, Diageo Beer Company, USA, reinforced the importance of the Golden Bar Awards: "The Diageo Beer Company had a defining year, and gained lots of exciting momentum. We couldn't have achieved it in the ways that we did without the relationships with our distributors and their mutual commitment to the business. These awards give us an opportunity to acknowledge their invaluable efforts."

The Golden Bar Awards celebrate distributors across the U.S. for their excellence in the industry and the important role they play in their respective communities. Awards are given in seven categories including On Premise Performance, Innovation and Social Responsibility, as well as Brand Excellence. The distinction of Distributor of the Year is also awarded for spirits and beer.

Additionally, Platinum Bar Awards are awarded to a distributor in each of the beer and spirits categories for advancing responsible drinking.

"Diageo places utmost importance on responsible drinking and combatting underage drinking. Our Platinum Bar Awards recognize those distributors who best support these critical initiatives within their own communities," said Jon Pageler, Executive Vice President, Diageo North America.

In total, 26 Golden Bar statuettes, 24 made of 24 carat gold and two made of platinum, were awarded to distributors. Each statuette weighs eight pounds, stands more than a foot tall, and is produced by Society Awards, the company that produces The Emmy's®, presented by the National Academy of Television Arts and Sciences.

Below are the categories and winners for the 2017 Golden Bar Awards.

DISTRIBUTOR OF THE YEAR AWARDS

Distributor of the Year - Spirits	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Florida
Distributor of the Year - Beer	Beechwood Distributors, Wisconsin

SPIRITS EXCELLENCE AWARDS

Spirits Excellence - Smirnoff	National Distributing Company, Georgia
Spirits Excellence - Johnnie Walker	Martignetti Companies, Massachusetts
Spirits Excellence - Baileys	Martignetti Companies, Massachusetts
Spirits Excellence - Captain Morgan	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Florida

Spirits Excellence - Tanqueray	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Florida
Spirits Excellence - Crown Royal	Breakthru Beverage, United Division Washington D.C.
Spirits Excellence - Ketel One	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Washington
Spirits Excellence - Ciroc	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Washington
Spirits Excellence - Bulleit	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Hawaii
Spirits Excellence - Reserve Brands	Breakthru Beverage, United Division, Arizona

BEER EXCELLENCE AWARDS

Distributor of the Year - Guinness	Manhattan Beer Distributors, New York
Distributor of the Year - Smirnoff Ice	Clark Distributing Co., Kentucky
Guinness Quality Award	Burke Distributing Co., Massachusetts
Chain Executional Excellence	Southern Glazer's Coastal Pacific Wine & Spirits Division, Texas
Executional Excellence	Harbor Distributing Llc., California

INNOVATION AWARDS

Innovation Launch - Spirits	Southern Glazer's Coastal - Pacific Wine & Spirits Division, Texas
Innovation Distributor of the Year - Beer	Frank B. Fuhrer Wholesale, Pennsylvania
Innovation Distributor of the Year - FMB	L. Knife & Son, Massachusetts

SOCIAL RESPONSIBILITY AWARDS

Advancing Responsible Drinking - Spirits	Coastal Pacific Wines And Spirits Broker, New Hampshire
Advancing Responsible Drinking - Beer	DBI Beverage, California

ADDITIONAL AWARDS

On Premise Excellence Award - Spirits	Breakthru Beverage, United Division, Maryland
Multicultural Excellence - Spirits	Breakthru Beverage, United Division, Colorado
Three Year Consistency - Spirits	Breakthru Beverage, United Division, Colorado
Three Year Consistency - Beer	J.J. Taylor Distributing, Florida

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice. Follow us on Twitter for news and information about Diageo North America: @Diageo_NA.

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