

# Diageo Honors America's Leading Spirits, Wine and Beer Distributors at 8th Annual Golden Bar Awards in New York

---

NEWS PROVIDED BY

**Diageo →**

Jul 22, 2011, 12:38 ET

---

NEW YORK, July 22, 2011 /PRNewswire/ -- Diageo, the world's leading beverage alcohol company, honored spirits, wine and beer distributors at the Eighth Annual Golden Bar Awards at Lincoln Center in New York City on Thursday night.

Ivan Menezes, President and CEO of Diageo North America, said at the event, "Tonight, we honor and commend Diageo's distributors for their dedication and hard work over the past year." He continued, "The Golden Bar Awards recognize the best in the industry, and there is no better place than Lincoln Center to celebrate the great performances our distributors have demonstrated over this past year."

The Golden Bar Awards, the beverage alcohol industry's equivalent of the Academy Awards, celebrates distributors and brokers from across the United States for their excellence in the marketplace and the important role they play in their communities.

Larry Schwartz, Diageo USA President, said, "It is Diageo's strong relationships with our distributors that help drive the success of our companies. Tonight we celebrate and honor the best in this industry and our joint commitment to the business."

The Golden Bar Awards recognize distributors and brokers for performance across brands including Smirnoff, Captain Morgan, Guinness and Beaulieu Vineyard. Awards are also given for corporate citizenship, innovation and the grand prizes go to the distributors of the year for beer, wine and spirits.

This year, Diageo also recognized several of its agency partners for excellence in marketing, advertising, brand public relations and social responsibility programs. The winners of these awards were voted for and decided by Diageo's distributor partners for programs which truly engaged consumers and achieved high standards of performance.

In total 45 statuettes, 43 made of 24 carat gold, and 2 made of platinum, were awarded to distributors. Each Golden Bar statuette weighs eight pounds, stands more than a foot tall, and is produced by R.S. Owens, the company that created the Oscar®, presented by the Academy of Motion Picture Arts and Sciences.

Below are the categories and winners for the 2011 Golden Bar Awards:

## DISTRIBUTOR OF THE YEAR

Distributor of the Year - Spirits

Atlantic Wine & Spirits, a Division of Empire Merchants, LLC, Metro New York

Distributor of the Year - Wine

Atlantic Wine & Spirits, a Division of Empire Merchants, LLC, Metro New York

Distributor of the Year - Beer

Glazer's of Texas

## IN MARKET EXCELLENCE

Winning in Retail Award

United Liquors LLC, A Division of Martignetti Companies, of Massachusetts

Multicultural Excellence Award

Atlantic Wine & Spirits, a Division of Empire Merchants, LLC, Metro New York

On Premise Excellence Award

Coastal Wine & Spirits of Florida

President's Award

Atlantic Wine & Spirits, a Division of Empire Merchants, LLC, Metro New York

Coastal Wine & Spirits of Florida

Glazer's of Texas

Reliable Churchill of Maryland

United Liquors LLC, A Division of Martignetti Companies, of Massachusetts

United Distributors of Delaware

Washington Wholesale - District of Columbia

## SPIRITS

Spirits Excellence Award - Smirnoff

Alliance Beverage of Arizona

Spirits Excellence Award - Johnnie Walker

Pacific Wine & Spirits of California

Spirits Excellence Award - Baileys

Wirtz Beverage of Illinois

Spirits Excellence Award - Captain Morgan

Southern Wine & Spirits of Indiana

Spirits Excellence Award - Jose Cuervo

Wirtz Beverage of Illinois

Spirits Excellence Award - Tanqueray

Empire Spirits North/Regent Division - Upstate New York

Spirits Excellence Award - Crown Royal

Glazer's of Texas and Southern Wine & Spirits of Nevada

Spirits Excellence Award - Ketel One

Pacific Wine & Spirits of California and Southern Wine & Spirits of Indiana

Reserve Brands Execution Award

Atlantic Wine & Spirits, a Division of Empire Merchants, LLC, Metro New York

Control State Excellence Award

Glazer's of Ohio

Advancing Responsible Drinking Award - Wine & Spirits

Glazer's of Ohio

## BEER

Beer Excellence Award - Guinness

Andrews Distributing of North Texas

Beer Excellence Award - Smithwick's

Premium Distributing of Virginia

Beer Excellence Award - Red Stripe

City Beverage of Illinois

Beer Excellence Award - PABs

DET Distributing of Tennessee

Three Year Consistency Award - Beer

Premium Distributing of Virginia

Advancing Responsible Drinking Award - Beer

Harbor Distributing of California

## WINE

Wines Excellence Award - Sterling Vineyards

Pacific Wine & Spirits of California

Wines Excellence Award - Beaulieu Vineyard

Odom-Southern Distributors of Oregon

Wines Excellence Award - Chalone Vineyard

United Distributors of Massachusetts

Wines Excellence Award - Acacia Vineyard

United Distributors of Delaware

Wines Excellence Award - Rosenblum Cellars

Glazer's of Louisiana

## INNOVATION

Innovation Launch Award - Spirits

Coastal Wine & Spirits of Florida

Innovation Launch Award - Wine

Phillips Wine and Spirits / Johnson Brothers

**MARKETING**

Best Beer / PAB Marketing Platform

BBDO and Colangelo for Guinness – 'Only for the Bold' St. Patrick's Day and March Madness

Best Spirits / Wine Marketing Platform

Spike for Captain Morgan Bracketmaster

Best Spirits Advertising

The Blue Flame Agency for the launch of Ciroc Flavors

**SOCIAL RESPONSIBILITY**

Best Social Responsibility Platform

Taylor Strategy for the Crown Royal 'Your Name Here' SR Program

**About Diageo**

Diageo (Dee-AH-Gee-O) is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Ciroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness.

Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at [Diageo.com](http://Diageo.com). For our global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit [DRINKiQ.com](http://DRINKiQ.com).

Celebrating life, every day, everywhere.

SOURCE Diageo