



1st October 2006 – Wight Vodka Launches!

Cowes, Isle of Wight, Great Britain

50° North proudly launched Wight Vodka on the Island today.

Three years in the making, with a massive amount of research (and many fine tastings) behind them, the crew at 50° North have developed the highest quality vodka that the British Isles have ever seen.

Ritu Manocha, Director for 50° North, commented about the spirit, "Wight Vodka was drawn from a five star heritage coupled with an unabated love of the ocean. If you're a vodka connoisseur as we are, one taste of a Wight Martini will have you captivated."

Wight Vodka is small-batch distilled in London under careful instruction by both 50° North and Thames Distillers, London's only family-owned distillery. Charles Maxwell, the 8th generation in the lineage of Thames Distillers, said "We work with many companies in the creation and launch of new products. However, when I met the team at 50° North, I knew there was something just a little different. They went about this the right way. They took their love of vodka, their love of yachting, their love of enjoying the best things in life, and brought them together to create Wight Vodka. We simply helped in the navigation to the final product, which is incredible vodka."

Manocha went on to say "Our goal will always be to create the finest quality spirits that like-minded people will take full pleasure in. We have two mottos at 50° North. The first is 'Tack & Gybe Responsibly,' which makes good sense to a yachtsman, but for all others means to drink Wight Vodka with extreme responsibility. Our second motto is 'Celebrate your wins' as we believe any win, no matter how large or small, deserves special recognition."

One gets the sense that Wight Vodka will be seen in the world's finest harbours before long. For now, for those lucky enough to have a bottle on-board in the Solent, revel in the fact that you're one of the first to have found this fabulous spirit.

About Thames Distillers

Thames Distillers is London's only family run distillery. The company is owned and operated by Charles Maxwell, the 8th generation involved in the distillery since the company began in 1684. Thames Distillers specializes in the production of high quality spirits and beverages, including design, blending, production and storage in their bonded warehouse.

About 50° North

50° North are the creators of Wight Vodka. The company's spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight, and of course a full appreciation of superior vodka, culminated in the creation of the world's smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseurs, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

