



22nd November 2006 – Salty's takes on Wight Vodka

Yarmouth, Isle of Wight, Great Britain

To those in the know, Salty's is one of those special destinations that you want to both tell your friends everything about, while keeping it just a little bit quiet. Why? Because it has such great atmosphere as it stands today.

Fitting, then, that Salty's is the first on the west of the Island to take on Wight Vodka!

The crew of 50° North had been quietly talking with Jo Green, the owner of Salty's, in the months coming up to the launch. Ritu Manocha, Director of 50° North, recalls the first 'tasting.' "We met with Jo this last Saturday and brought out the bottle. She called over members of her team, as well as some friends off Quay Street. Pouring warm shots of Wight Vodka for everyone per Jo's direction, we were elated to hear the accolades...from 'wow, this is incredibly smooth,' to 'there's something about this that reminds me of something great...but I just can't place it.'

Our favourite comment came from one of Salty's own waitresses hailing from Poland: 'This is fabulous.' That comment just became one of our taglines."

Manocha continued, "The years of work have been justified! If the crew and customers at Salty's love Wight Vodka, then those who visit the world's best harbour towns will love Wight Vodka. Time to celebrate our wins!"

About Salty's

At the harbour side you will find Salty's, Yarmouth's most popular restaurant and bar. There is a Mediterranean feel to the bar with casual dining including crab and lobster available daily from the family fishing boat. Enjoy a casual lunch or fabulous dinner including oysters, moules and fresh sardines to name a few, or join in the lively atmosphere in the bar downstairs. The restaurant above offers fine dining with food cooked to order and where James, the chef, has invented creative dishes such as Salmon Cured with Wight Vodka. www.saltysrestaurant.co.uk

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.

