



15th January 2007 – Wight Parties Abound

London, England

“How many Wight Vodka parties have I been to this season? Too many to count,” said Ritu Manocha, Director of 50° North, the company behind the product. “They all have been extremely fun and seem to have an undercurrent of those who love the ocean; a perfect mix all around this season!”

Wight Vodka is taking on a life of its own in a number of social circles in the south coast of the UK. Over the holidays, revelers have been throwing ‘Wight Parties’ into the small hours, whilst serving up Wight Martinis, Wight Caps and Wight Cups. New cocktails are also being created with names coming in over the wires including Wight Snowfall, Wight Magic and two from the Island called Wight Water and the Great Wight.

“The sheer smoothness of Wight Vodka lends itself to be enjoyed with special friends who are celebrating wins,” commented Manocha. “We’re focused on helping people enjoy their successes, and the feedback thus far is superb. If you are a vodka connoisseur as we are, this vodka will stand the test of time and make the Isle of Wight and Great Britain proud.”

Manocha continued, “50° North is also extremely focused on ensuring that people enjoy Wight Vodka in a very responsible manner. The company’s tagline is ‘Tack & Gybe Responsibly’ which is getting great recognition in the yachting community. For those who may be a bit more ‘land-bound,’ the motto simply means to drink responsibly.”

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.

