



March 2007 – Wight Vodka embraced by Joe’s Newport

Newport, Isle of Wight, Great Britain

Joe’s in Newport has taken Wight Vodka on as its top-shelf spirit, and they can not wait for the spring and summer season to swing into high-gear.

“When I first experienced Wight Vodka, I immediately thought that it would be perfect for our rooftop deck this summer,” said Matt Carey, Manager of the trendy bar & restaurant. “The deck is a fantastic ‘getaway’ in the middle of Newport, and the atmosphere on a hot summer night is extraordinary. The image that Wight Vodka portrays will completely enhance the mood, and I can see people enjoying Wight Cups long into the night.”

Joe’s has been evolving over the years and is now the place to socialise while enjoying great meals, fine wines and mixed cocktails. An added attraction for customers is Joe’s partnership with many of the island’s artists.

Ritu Manocha, Director at 50° North, the company behind Wight Vodka, said “Matt and his team invited us to participate in a series of art evenings in relationship with iCandy. iCandy brings in new art collections from local artists and turns Joe’s into an evolving gallery. The artists are on-hand to discuss their works, and of course, customers have the ability of purchasing the art on the spot. It’s a great idea that Matt and his team have fully embraced. We’re delighted to have Joe’s as one of our customers.”

Joe’s is serving the signature lineup of Wight Vodka cocktails including Wight Martinis, Wight Cups and Wight Caps. In addition, their experienced bartenders are constantly developing new ‘Wight’ blends for patrons to try. If you have not already enjoyed a day or evening at Joe’s, the team at 50° North definitely recommend it!

About Joe’s

At Joe's Cafe Bar and Restaurant you can enjoy the informal and laid back ambience offered in one of the best dining and drinking arenas. Whether it is business, romance or an entertaining night out, our friendly and knowledgeable staff will guide you through our extensive range of cocktails, coffees and our impressive wine list. We produce the finest quality food, freshly prepared by our team of top chefs, whether it is sandwiches, pastas, salads or a 3 course meal. Food is served from 9 a.m. through till late 7 days a week. Call Joe’s on 01983.532.220.

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.

