



## **9<sup>th</sup> April 2007 – Wight Vodka Distribution Confirmed**

### **London, England**

50° North have signed with two companies on the Isle of Wight to distribute Wight Vodka to the Island's finest bars, restaurants and hotels. The company is proud to announce that Eurovines in Seaview and Medina Wines in Yarmouth have agreed to distribute Wight Vodka on the Island.

"This spring, we took the time to listen to our current customers' requests and met with the Island's best distributors of fine wines, champagnes and spirits" commented Ritu Manocha, Director at 50° North. "We chose to work with both Medina Wines and Eurovines and are extremely pleased that they are representing Wight Vodka. The relationships that we have entered into are very strong, and we're delighted that we can partner with two of the Island's finest companies."

Rodney Kearns, owner of Medina Wines, said "I have been working in the wine and spirits industry for my entire life, and have to say that Wight Vodka has the opportunity of growing into a true, international brand. It is an extremely high-quality spirit, targeting the elite as well as those who simply love the ocean. Wight Vodka has the short- and long-term potential of making the Isle of Wight and Great Britain proud."

Tim Flint, owner of Eurovines in Seaview, also has high expectations of the product. "At Eurovines, we specialise in bringing high-quality brands of wines, champagnes and spirits from around the world onto our Island. Wight Vodka is of such an extreme quality, being seven times distilled, that vodka connoisseurs are already walking into our shop saying that they love it. In time, this vodka will be seen around the world's premier yachting venues and we can revel in the fact that it all started here."

"The agreements with Eurovines and Medina Wines are the beginning of something great," commented Manocha. "With the extremely positive feedback that we are all hearing, the Wight Vodka brand is gaining perfect recognition."

### **About Eurovines**

Eurovines, located in Seaview on the Isle of Wight, specializes in retail and wholesale distribution of fine wines, champagnes and spirits. Eurovines wine & spirit shop is open six days a week. For the on-trade business, please contact Tim Flint at Eurovines on 01983.811.743.

### **About Medina Wines**

Medina Wines in Yarmouth is owned and operated by Rodney Kearns. Medina Wines brings some of the world's greatest wines and champagnes onto the Island for distribution to bars, restaurants, hotels and yacht clubs. For more information, contact Rodney Kearns at Medina Wines on 01983.761.058.

### **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](http://www.wightvodka.com). Tack & Gybe Responsibly.

