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Wight Vodka – ‘Celebrate your wins’

Those in the know have been enjoying Wight Vodka for some time. The company behind the product, 50° North, is so passionate about Wight Vodka, it shows in everything they do. From their selection of the highest quality potato spirit from Poland, to their partnership with London’s oldest distillery dating back to 1684. Once you experience Wight Vodka, you will understand why people say ‘this is fabulous.’ It is.

50° North is limiting the distribution of Wight Vodka to select establishments on the Island. Word has it that Salty’s was the first in Yarmouth, while Sue at the Pierview is also one of the chosen few. Joe’s in Newport, Liberty’s in Ryde and the Hambrough in Ventor also feature Wight Vodka behind their fine bars.

If you’re a vodka martini connoisseur, the Wight Martini is in a class above the rest. If you like the Pimm’s Cup, try a pitcher of the ‘Wight Cup’ instead. It’s not as sweet but there’s something to it that works exceptionally well. Or simply try it on the rocks, perhaps with a salted rim.

When asked, the crew at 50° North provide an explanation on why Wight Vodka is based on potato spirit and distilled seven times: “The commodity vodkas are based on grain spirit, which at its heart is a harsh ingredient. The common brands also reduce costs by distilling their products three times. We’re focused on the individual who truly cares about enjoying the best life has to offer. Be it the finest yacht, the finest car or the finest vodka. That’s why we go to the extreme.”

50° North’s tagline is ‘Tack & Gybe Responsibly’; Very fitting to our collective law of the sea. With time, we will be enjoying Wight Vodka in the finest harbours around the world. However, this is one to take pleasure in here and now!

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, 84 proof potato vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseurs, and the company welcomes your joining a growing yet unique, elite class. www.wightvodka.com. Tack & Gybe Responsibly.

