



16th March 2008 – ‘Super Smooth’ Verdict Delivered by the Mail on Sunday’s Live Magazine

London, Great Britain

Reprinted from the article by Tom Bailey and the Mail on Sunday’s Live Magazine

‘Going Against the Grain’

Don’t Tyrrells make posh crisps? Isn’t vodka made from rye? Where have you been?

Premium vodka is a perverse spirit: the better the quality, the less taste it has. A top-end, £50-a-bottle grain vodka will be distilled at least five times and filtered endlessly through charcoal, purifying it to the point where it’s practically vapour. At the other end of the scale are the new breeds of vodkas, distilled from grapes or potatoes rather than grain or rye and packed with pleasant flavours.

Potato vodkas, mostly from Poland, tend to be oily in character and are ideal with caviar, while grape vodkas from France or California, offer a burst of champagne-esque citrusy freshness. The established brands are Chopin (potato) and Ciroc (grape), but with British crisp expert Tyrrells about to muscle in, it may not be long before we lost the taste for tasteless vodkas.

Wight Vodka – Aimed at polo-shirted rum-loving yachties, Wight (slogan: ‘Tack & Gybe Responsibly’) can be found in the UK’s finest boat clubs. Conceived on the Isle of Wight, it packs a high alcohol content – 42 percent instead of 40. Verdict: Super-smooth with hints of honeysuckle and beach-plum – a wild coastal fruit.

Ritu Manocha, Director at 50° North stated, “We knew as we launched Wight Vodka that we were onto something extraordinary. At the heart of Wight, potato spirit provides the smooth character we aimed to achieve from the onset. Distilling it seven times and adding a touch of honeysuckle and beach plum provided the distinctive flavour we were after without resulting in a sweet and flavoured vodka. The ultimate test is taking Wight Vodka straight up at room temperature. It is fabulous!”

About Live Magazine and the Mail on Sunday

Live is The Mail on Sunday's men's magazine, launched in October 2005. This is the second element of a strategy designed to increase The Mail on Sunday’s profile amongst younger men and with Live, The Mail on Sunday intends to create as strong a brand for men as You Magazine is for women. www.mailonsunday.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.

