



15th June 2008 – Backstage with Wight Vodka at the IoW Festival

London, England

The invitation to pour Wight Vodka at the 2008 Isle of Wight Festival came from Taste of the Wight in a rather enigmatic way. This was not an invitation to serve to the over 60,000 Festival goers. Rather, it was an exclusive to serve WV shots and cocktails to the bands, technicians and media backstage at the revered three day event; the perfect setting to have some fun.

"Wight Vodka was definitely the hit backstage," said Steve Blamire, editor at Taste of the Wight. "This year's Festival had a fantastic lineup of bands ranging from the Sugababes, Sex Pistols and the Police, to Amy McDonald, James, the Zutons and the Kaiser Chiefs. The Wight Vodka bar backstage was frequented by many of the greats, and what more can I say other than the team mainly poured WV shots and the feedback was massively positive."

The Isle of Wight Festival has a legendary history. The first 'UK Rock Festival' was held in Godshill on the Island, when in 1968, Jefferson Airplane, T.Rex and a host of others played in a one day event. In 1969, the Festival grew to a three day event with legends gracing the stage including The Who, the Moody Blues and Bob Dylan. The 1970 Isle of Wight Festival was the largest ever live music event in the UK, and included a massive lineup from Joni Mitchell and Jethro Tull to Joan Baez and the Doors. The most awe-inspiring performance in 1970 was put on by Jimi Hendrix, which turned out to be his last major performance ever. For a number of reasons, the Festival was put on hold for 32 years when in 2002, it was kick-started again. The Isle of Wight Festival is now firmly established, having won the 'Best Major UK Festival' award in 2007 when the Rolling Stones and Amy Winehouse headlined.

Ritu Manocha, Director at 50° North, the creators of Wight Vodka, joined the team backstage and had an extraordinary weekend. "We poured a lot of Wight Vodka and the continuous positive feedback was seriously motivating! We had a number of cocktails that were being served but the majority of musicians and crews were purists, asking for WV either straight-up or over ice. They loved the brand, loved the taste and loved the Isle of Wight Festival. We were excited to be part of the weekend's pleasures!"

About Taste of the Wight

Taste of the Wight is an organisation committed to supporting and marketing the fabulous local foods that come from the Isle of Wight. The team focuses on 'buying local' and admits that there's more to their agenda including landscape conservation, ethical food production, water management and promoting the benefits of products produced in vibrant rural communities. For more information on Taste of the Wight, contact the team on +44.(0)1983.813.813 or online at www.tasteofthewight.org.

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 connoisseur and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

