



## **28<sup>th</sup> June 2008 – Wight Vodka Now Available Through Nectar Imports**

### **London, England**

Nectar Imports, in keeping with their desire to provide the on trade market with a varied choice of both mainstream and innovative niche products, has added Wight Vodka to its portfolio.

With a large customer base along the South Coast from Weymouth to Portsmouth, Nectar will initially offer the product to a wide range of customers who profile the product's quality and who are able to offer the interesting range of signature cocktails created especially for Wight Vodka.

Ritu Manocha, Director at 50° North, commented "As we began our marketing campaigns onto the south coast, many bars and restaurants would oftentimes offer Nectar as one of the best distributors that they have worked with. Hence, from our initial discussions with the team through to the Wight Vodka marketing strategy, we know that our new relationship with Nectar is a perfect match!"

### **About Nectar Imports**

Nectar Imports is a long established drink supplier based in Wiltshire with a considerably loyal customer base who fully appreciate the combination of an exceptional product portfolio, competitive pricing and that unique Nectar customer service that only a sizeable independent can offer. This was confirmed when Wight Vodka researched independent bars for their product and Nectar was highly recommended. Nectar can be contacted at Zeals, Wiltshire on 01747 840100 or online at [www.nectar.net](http://www.nectar.net).

### **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.

