



10th July 2008 – Wight Vodka Headlines at the Pierview during Cowes Week

Cowes, Isle of Wight, England

If you have participated in a regatta off the Isle of Wight, then you have most definitely joined in the after-race social scene at the Pierview in Cowes. It is truly not to be missed.

Sue Wescomb, who owns this fabulous establishment, runs a tight and highly-enjoyable ship. Recently, we caught up with Sue about this upcoming Cowes Week, and she said, "The yachtsmen and women come here to meet with their friends and talk about the racing. It's such a great atmosphere. Typically, there will be a few hundred people in the bar and just outside into the early hours. I'm not certain how they get up and race every day, but they're back here in the evenings!"

This year will be just a little different as the Pierview will be throwing a series of Wight Vodka parties during Cowes Week in conjunction with 50° North, the creators of Wight Vodka. Wescomb commented "If you have not been to a Wight Vodka party yet, then this is your opportunity!"

Ritu Manocha, Director at 50° North, is really looking forward to the week at the Pierview. "We have the perfect setting to pour Wight Vodka with Sue and her team. Wight Vodka will definitely add to the fabulous atmosphere, and I know that we will be serving chilled Wight Vodka either straight-up or over ice. Additionally, a few new cocktails will be introduced that are being developed with the Pierview's bartenders. This will be a Cowes Week to remember!"

About the Pierview

The Pierview has a reputation for serving fine ale, porter & spirits to merchants and seafarers since the early 19th century when the Prince Regent was a frequent visitor to Cowes. The pub still retains many original features and much of the atmosphere from that era. It's a must visit during Cowes Week, and for more information, please visit www.pierview.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.

