



## 9<sup>th</sup> December 2006 – It's a Wight Christmas

### London, England

Wight Vodka is the chic gift this season. "People are buying Wight Vodka to give as extraordinary presents this season," commented Angela Hollist, owner and proprietor of Angela's Delicatessen in Yarmouth, Isle of Wight. "Granted, they are going to 'very special friends' due to the price point, but that's testimonial to the quality of the brand and the customers in the know."

The crew at 50° North has been working around the clock to keep up with the demand. Ritu Manocha, Director within the company, said "Those who have seen and tried Wight Vodka are enquiring about buying single bottles for particular friends and colleagues, as well as cases to use during holiday parties. One person who enjoyed a Wight Martini at the Hambrough in Ventnor rang to order a bottle for his girlfriend. Another group of yachters ordered a case for their newly purchased Sunseeker. And many companies have orders in as corporate gifts."

Roland Klein, partner and co-founder of one such company, CNC Communications in London, ordered 50 bottles as gifts. Klein commented "in our company, we work with very superb people who have high-expectations in both work and play. In order to recognise their commitment and passion, we of course provide gifts as a sign of our appreciation. Wight Vodka is perfect for this occasion, as it is both the best vodka that I have ever tasted and is in keeping with our ethos of exclusivity."

Manocha continued, "Wight Vodka is targeting the yachting fraternity and those elite classes who have a passion for living life to the highest level possible. Our customers are continuously sending in messages of congratulations and thanks, which makes us very proud. This feedback, coupled with our own love of Wight Vodka, is completely energising the team!"

### About Angela's

Angela's in Yarmouth is a well-stocked, friendly deli open seven days a week. Owned and operated by Angela Hollist, the deli specializes in fresh baked goods, island produce and unique foods that she and her team have chosen to stock. Angela's can also be hired for special catered affairs. Please contact Angela's on 01983.761.196.

### About CNC Communications

CNC is an international communications consulting firm providing advisory and support services to senior management. Founded on the principle of delivering results based on proven strategies and insider perspective, CNC advises some of the world's leading companies on [international corporate](#) and [initial public offerings \(IPOs\)/financial communications](#), [M&A advisory](#), [public affairs](#), [corporate branding](#), [crisis management](#) and [litigation support](#). [www.cnc-communications.com](http://www.cnc-communications.com)

### 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.

