



13th February 2007 – Wight Vodka Supports Food & Drink Awards

Cowes, Isle of Wight, Great Britain

Wight Vodka is excited to be supporting Island Life Magazine's Food & Drink Awards on the Isle of Wight this year, specifically focused on the Drinks Producer of the Year in 2007.

Ritu Manocha, Director at 50° North stated, "We're proud to be part of the Food & Drink Awards this year. We felt a particular affinity to supporting the Drinks Producer of the Year, as it is well-aligned with our own company and Wight Vodka. Who knows, depending on who receives the best drinks producer of the year, we could come out with a new Wight cocktail!"

Martin Potter, owner of Island Life Magazine, commented: "Our objective for the Island Life Food & Drink Awards is for them to form an important part of the Island's annual food and drink calendar. In its first year, the awards aim is to highlight the finest in food and drink produced on the Island and those retailers and chefs who are dedicated to providing regional produce and excellence in hospitality for their customers. We hope that these awards will become a respected benchmark throughout the region, being recognised as indicative of the best the Island has to offer and that they will grow in profile each year and offer an effective way of promoting the Island."

Island Life and their sponsors are extremely excited about these awards, because they will reward the Island's finest in each category

Manocha continued, "This is everyone's chance to nominate some of the best drinks producers on the Isle of Wight. The easiest way to nominate a company is online at www.isleofwight.net. Any company or product can be entered, whether they specialise in the production of beer, cider, wine, apple juice or spring water. Let's have some fun with this!"

About Island Life Magazine

Island Life Magazine highlights the finer things of the Isle of Wight, championing local, independent businesses and attractions, and reflecting the culture and way of life that makes Hampshire one of the most-visited regions of the country. We believe that the Isle of Wight offers the best of the 'South Country' and that we should showcase all that is good and positive about living here.

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.

