



7th July 2008 – Cornell’s Henley Royal Regatta Party Features Wight Vodka

Henley-on-Thames, England

Though the weather was rather daunting on the final day of the Henley Royal Regatta this year, both the crews on the water and the revelers on the banks of the Thames were determined to make the most of the day. Wight Vodka was on-shore helping to ensure that the attendees of Cornell University’s party were thoroughly enjoying the event, even though at one point the wind and rain almost took down their tent!

Cristopher Broderick, Chapter President of Cornell’s Alumni Association in London said “The atmosphere at Henley is always one of ‘pomp and circumstance’ and this year was in keeping with the long traditions. The racing on the water was superb and the atmosphere with Cornell’s alumni, friends and family was really great. Coming in to the event, we decided to venture ‘offshore’ and forget about pouring Pimms. Instead, we connected with a Cornell alumnus and creator of Wight Vodka, Ritu Manocha, to suggest a much cleaner and more refreshing alternative. I’m now a complete fan of the Wight Cup!”

Ritu Manocha, a founding partner with 50° North, the company behind Wight Vodka, filled us in on how to create the ideal Wight Cup. “Wight Cups are perfect for summertime parties. People find them so completely refreshing and enjoyable that they really add to the pleasure. You start with your favourite jug or pitcher and fill halfway with ice. The measures include one part Wight Vodka, three parts tonic, one part lemonade and ½ part triple sec or Cointreau. Stir and garnish with fresh strawberries and lemon wedges. It’s very smooth and perfectly energizing!”

No doubt that the Cornell event will grow from strength-to-strength in the coming years, and no doubt that Wight Vodka will be part of the enjoyment!

About Cornell University

Founded in 1922, Cornell University's School of Hotel Administration was the first collegiate program in hospitality management. Today it is regarded as the world leader in its field. The Hotel School's mission is to create and disseminate knowledge about hospitality management to the global hospitality industry. In pursuit of that mission, the Hotel School faculty is dedicated to excellence in teaching, research, and service. For more information about the London chapter of the Cornell alumni association, please visit www.chslondon.org or contact Cris Broderick directly on Cris@HCAvisers.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. Tack & Gybe Responsibly.

