



29th July 2009 – Wight Vodka Sails for Gold in Cowes

Cowes, England

Exclusive Wight Vodka cocktails are flowing this Cowes Week at the Sail for Gold Bar and the Deck Restaurant.

"Our team is totally energized to have the Wight Vodka brand behind our bars!" commented Beth Woodeson of Mainsail, the organisation behind the Sail for Gold Bar. "This year, alongside the Guinness and Mount Gay offerings, we'll be serving specialised Wight Vodka cocktails including the Wight & Stormy, the Bloody Wight and the fabulously refreshing Wight Cup. And of course for those purists among us, we'll be pouring Wight Vodka on the rocks and straight up in martinis; By far the favourite way to enjoy WV!"

The *Wight & Stormy* is a play on the dark and stormy. Refreshing with just the right spice, the cocktail mixes Wight Vodka, ginger beer and fresh squeezed lime. The *Bloody Wight* ups the ante on the traditional Bloody Mary; Wight Vodka's smooth potato spirit and hint of honeysuckle unite with the tomato juice, lime, Tabasco and Worcestershire to create the ultimate bloody. And the famed *Wight Cup* is totally refreshing on a hot summer's day: Wight Vodka, triple sec, tonic, lemonade served with fresh lemon and strawberries. Just perfect.



Ritu Manocha, owner of 50° North, the company behind the Wight Vodka brand, commented "For those who have had a tricky time getting your first taste of WV since our launch two years ago, here's an opportunity to experience why seven-times-distilled ultra-pure potato spirit sets Wight Vodka into a class of its own. Enjoy it in one of the great signature cocktails or as you would an awesome single malt."

About the Sail for Gold Bar and The Deck Wine Bar & Restaurant

Ideally situated on the Parade, the Sail for Gold Bar and the Deck Wine Bar and Restaurant provide the perfect atmosphere to take in a day's racing or share in stories afterwards. The Deck has a large outdoor eating and drinking area where you can relax and watch the waterside action in the sunshine. Great food, great wines and great table service are now enhanced with the addition of Wight Vodka cocktails. For more information on The Deck and the Sail for Gold Bar, or to book table reservations, please visit www.sailforgoldbar.co.uk and www.thedeckbar.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 connoisseur, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.

