

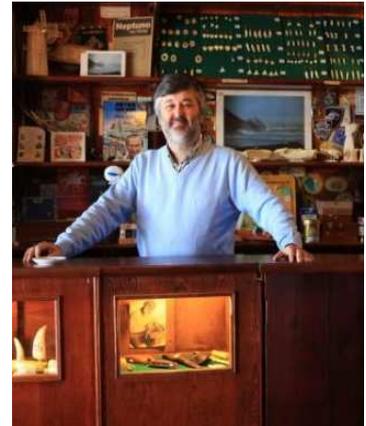
31st December 2009 – Announcing the World’s Favourite Yachting Bar

London, England

The crew at Wight Vodka teamed up with the owners of Scuttlebutt to run (just perhaps) one of the most important contests this decade has ever seen! We asked the yachting fraternity to vote for their favourite bar the world over, and with thousands of votes cast and the final tally verified, we’re pleased to announce that Wight Vodka’s 2009 ‘First in Class’ Prize is awarded to the Peter Café Sport, located at 38° 35N 28° 42W on the mythical ‘Blue Island’ of Faial.

‘The Peter’ won due to the faithful voting of the thousands of yachters who have experienced the warm hospitality, great food and excellent cocktails there. Yachtsman Bill Stone wrote a rather passionate description of the Café Sport when he cast his vote:

*"To a sailor, the 'best sailor's bar' is quite obvious – she has no peer in the Atlantic, or, it can be argued, any place else on earth. It has history and tradition, it is not easy to get to, and once within its walls there is a rare camaraderie that permeates this hallowed berth. The memory of a seat is a sirens song to passaging itself, imbuing memories impossible to forget. This is Peter *Café Sport*. Those fortunate enough to have laughed with their mates at Pete's carry with them their own Shangri-La."*



Ritu Manocha, owner of 50° North, the company behind Wight Vodka, said “This contest was a total blast to run and a fabulous success. The Café Sport won hands down and will receive a trophy and bottle of Wight to celebrate their win! Honourable mentions must also go to the top ten including the Royal Hong Kong Yacht Club, IYAC in Newport, RI, Maddie’s Sail Loft in Marblehead, MA, the Candy Store in Newport, RI, Le Select in St. Barts, the Bitter End in the BVI, the Royal Bermuda Yacht Club, Foxy’s and the Willy T in the BVI. So many great places!”

Ritu continued “Throughout the contest, participants were asked to write a comment about their top bar. A few posts that made our own favourites list are:

- ✓ You drink and feel well when you go there at nights during the regattas.
- ✓ Champion sailor or rookie, you’re made equally welcome.
- ✓ In the "old days" you could run into Ted Turner, DC or Bruno.
- ✓ Like King Lear coming in from the heath, one feels safe from a storm here (whether of your own doing or not), and upon entering, prefers staying until it blows over.
- ✓ I was weaned on Mount Gay.
- ✓ It usually takes only 4 or 5 hours to have all the problems of the world sorted out.
- ✓ Its gehaktballen are the best you can get!

About The Peter Café Sport

With a long and distinguished history, the saying is “If you sail to Horta and don’t visit ‘The Peter,’ you have not been to Horta!” The Peter Café Sport is known for its warm, helpful and welcoming atmosphere and free gin & tonics for those making their first Atlantic Crossing. For more information, please visit www.petercafesport.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 connoisseur, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.