

## 21<sup>st</sup> April 2010 – Wight Vodka Teams up with the Royal Southern Yacht Club

### Hamble, England

The Wight Vodka crew is looking forward to a great season of racing and social events at the Royal Southern Yacht Club in Hamble.

Natalie Gray, Sailing Secretary at the Royal Southern Yacht Club, announced “We’re very pleased to announce that the relationship between the Royal Southern and Wight Vodka is continuing strongly this spring and summer. Wight Vodka is Britain’s award winning vodka, which will certainly add to the already exhilarating atmosphere at a number of our headline events.”

**X-Yachts Solent Cup** – 1<sup>st</sup>/2<sup>nd</sup> May – The X-Yachts Solent Cup encompasses a weekend of highly competitive racing and fantastic social events. This year will see the inauguration of the WVXY Cocktail which the bar masters at 50° North are developing specially for the X-Yachts owners and their crews. Class winners will receive trophies, inscribed bottles of Wight Vodka and custom Wight Vodka regatta caps.

**The Royal Big Top Crew Ball** – 22<sup>nd</sup> May – The season’s first crew ball at the Royal Southern coincides with the club’s May Regatta which will certainly bring many skippers, crew members, families and friends together for the start of the British summertime. Wight Vodka will be the spirit of choice, with specialised cocktails being poured throughout the evening.

**The Women’s Open Keelboat Championship** – 24<sup>th</sup>/25<sup>th</sup> July – In the heart of the summer, the Royal Southern is hosting this great regatta. Wight Vodka cocktails will be flowing throughout the weekend, and winners in their classes will receive fabulous trophies, bottles of Wight and custom Wight Vodka regatta caps to mark their success.

Ritu Manocha, owner of 50° North and the Wight Vodka brand, continued “The affiliation with the Royal Southern and their key events this year is certainly going to be fun. Wight Cups, specialized X-Yachts cocktails and prizes for rounding the Wight Vodka racing mark are all in the mix!”

### About the Royal Southern Yacht Club

The Royal Southern Yacht Club was formed in 1837 and is based on the West side of the Hamble River, at the foot of Hamble village High Street. Less than a mile South, and you are into Southampton Water, with the Solent and the Isle of Wight beyond. The Club offers extensive facilities to members, guests and visitors, ranging from the clubhouse with its bars, restaurant and totally refurbished bedrooms, to the comprehensive onshore and afloat berthing and storage facilities. For more information on the Royal Southern Yacht Club, please visit [www.royal-southern.co.uk](http://www.royal-southern.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](http://www.wightvodka.com). Tack & Gybe Responsibly.

