

2nd May 2010 – The WVXY makes its Debut at the X-Yachts Regatta

Hamble, England

Fantastic racing was followed by some great social events at the Royal Southern Yacht Club for this year's X-Yachts Solent Cup Regatta. And a new Wight Vodka cocktail was born!

The energetic Sally Howard of X-Yachts GB organized the weekend which went over so well with the owners and their crews. She remarked "So much goes into putting on the racing and the evening events that it's always a joy when it all comes together. I had the pleasure of working directly with Ritu at 50° North on designing a personalized cocktail for our party, which just so happened to follow the alphabet and our respective company names quite well. The Wight Vodka X-Yacht cocktail was a great hit."

On the water, under the race direction of Peter Bateson, Mike Brand's X-35 *X Waves* was the overall winner of the 2010 Solent Cup with four impressive wins in the X-35 class. Class wins were also racked up by John Allen's X-302 *Antix* in the Open Sport Class, and John Oldridge's Xc45 *Perseverance* won the Open Family Class.

And of course, at the trophy ceremony on Sunday evening, the inscribed Wight Vodka 'red caps' and bottles of Wight for the class winners were cherished possessions and received accolades from the winning skippers and their crews.



Ritu Manocha, owner of 50° North, the company behind the Wight Vodka brand, said "It was great to be part of the reception on the final day of racing and to see the participants thoroughly enjoying themselves. Congratulations to the winning teams of each class and to those who enjoyed the WVXY. We look forward to continuing our partnership with X-Yachts for the next Solent Cup!"

About X-Yachts

Established in 1979, the highly successful and quality orientated X-Yachts production yard was established in Denmark. Since then, the three founders have continued to head the company's growth from the inaugural IOR world class racers, through to the highly successful performance cruisers and One Designs. Winning multiple 'Yacht of the Year' awards the world over, the company also focuses on holding highly competitive regattas and very enjoyable cruising events. For more information on X-Yachts, please visit www.x-yachts.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.