

8th June 2010 – J-Cup Winners Celebrate with Wight Vodka

Hamble, England

Great weather and generous breezes (combined with the highly sought after bottles of Wight Vodka and the coveted Wight Vodka regatta caps to the class winners) resulted in a fantastic competitive spirit throughout the three day J-Cup 2010 series.

Becci Eplett, Events & Marketing Manager at Key Yachting, the company behind the J-Cup, could not have been more satisfied with the weekend's events. "This J-Cup was one of the most successful, fun and competitive events to-date. It was great to have the support of Ritu and her team at 50° North, as the generous prizes became a great goal for the first in class winners!"



The 74 boat fleet competed in eight races in total over the course of the weekend, which was held at the Royal Southern Yacht Club in Hamble. At the end of the three days, the bar was open, the sun was shining and 'Elvis' was on the sound system as competitors returned to the dock to see the overall results and to prepare for the legendary J-Cup Gala Dinner and Prize Giving Party. Generous prizes were presented to the podium finishers, with each class winner taking (or consuming on the spot!) a bottle of Wight. On the water, the class winners deserving all of the glory include:

IRC1 Class	Ian Matthews helming <i>Jinja</i>
J80 Class	Steve Mittler's <i>Team Baltic</i>
IRC2 Class	Mike & Jamie Holmes helming <i>Jika Jika</i>
J105 Class	Rob Dornton-Duff helming <i>Java</i>
J92 Class	Andrew Roberts helming <i>Just in Time</i>
J109 UK Nationals	Martin Miller & Chairman Wright Helming <i>Velvet Elvis</i>

Ritu Manocha, owner of 50° North, the company behind the Wight Vodka brand, said "Congratulations to the winning teams of each J-Cup class and to those who enjoyed the weekend's social scene in Hamble. There is a tremendous amount of energy in the J-Cup and we look forward to continuing our relationship with Key Yachting and the Royal Southern YC!"

About Key Yachting

Key Yachting Ltd is the UK agent and distributor for J Boats, Grand Soleil, Santa Cruz Yachts and the 1720 Sportsboat throughout the UK and Ireland. In addition to new yacht sales, the small team at Key Yachting Ltd also manage an extremely active and busy brokerage business, selling second-hand used yachts by each of the manufacturers and brands detailed above. For more information on Key Yachting, please visit them on www.keyyachting.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.