



## 14<sup>th</sup> June 2010 – Wight Vodka Backstage at the IoW Festival

### Isle of Wight, England

The 2010 Isle of Wight Festival kick-started the British summer with the strongest line-up yet, with Wight Vodka poured backstage and in the VIP bar all weekend long.

Just how much Wight Vodka was enjoyed? “Too much,” said John Giddings, the organizer of the Isle of Wight Festival. “The artists definitely enjoyed Wight Vodka on the rocks... perhaps a bit too much in some cases! We had perfect weather, a fantastic line-up of artists, great fans and superb support from Ritu and her crew at Wight Vodka.”

The 60,000 festival-goers witnessed awesome acts from over 50 bands including Jay-Z, Sir Paul McCartney, the Editors, Florence and the Machine, the Doves, the Strokes, Marina and the Diamonds, Blondie, Vampire Weekend and Pink to name just ten.

With Jay-Z bringing on special guest Kanye West on Friday night, the festival started on a wicked high. And with Sir Paul McCartney being in the ultimate position on Sunday evening, he thoroughly rocked the audience for over two hours with everything from *All my Loving* and *Jet* to *Back in the USSR* and *Sgt Pepper*.



“It’s fair to say that my team is totally psyched to be part of the IoW Festival as it is such a world renowned weekend,” said Ritu Manocha, owner of 50° North, the company behind the Wight Vodka brand. “The support of John and Caroline Giddings is fabulous, and I’m honored that the artists can relax a bit backstage with Wight Vodka martinis and cocktails in their hands. That definitely charges my crew up!”

### About the Isle of Wight Festival

The Isle of Wight Festival has a legendary history. The first ‘UK Rock Festival’ was held in Godshill on the Island, when in 1968, Jefferson Airplane, T.Rex and a host of others played in a one day event. In 1969, the Festival grew to a three day event with The Who, the Moody Blues and Bob Dylan participating. In 1970 it became the largest ever live music event in the UK and included acts from Joni Mitchell, Jethro Tull, Joan Baez, the Doors and Jimi Hendrix. And after a 32 year gap, John Giddings took the IoW Festival over in 2002 and has taken it from strength-to-strength. The IoW Festival is now the event to attend in the UK. For more information about the Isle of Wight Festival, please visit [www.isleofwightfestival.com](http://www.isleofwightfestival.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](http://www.wightvodka.com). Tack & Gybe Responsibly. Credit James Gillham for photo.

