

26th July 2010 – Hannah White Announced as Wight Vodka's 'Brand Czar'

Lymington, England

On this beautiful British summer day, Hannah White and Ritu Manocha announce Hannah as Wight Vodka's Brand Czar for 2010 and 2011.

"How cool is to be Wight Vodka's Brand Czar for the next year," asks Hannah? "Very cool, let's face the facts! When Ritu and I worked together last year on the OSTAR, I knew we were onto something special. Wight Vodka has such a fabulous focus on the yachting lifestyle that I love so much, that the White and Wight partnership was destined to mature. This is just one more step in a long partnership together!"

So, what exactly does a Brand Czar do for Wight Vodka? Hannah explains:

"First, I'll be marketing and promoting the Wight Vodka brand everywhere I travel. If you're a bar or yacht club on the Atlantic or Pacific coast that I'll be visiting over the coming year, you better have Wight Vodka on the top shelf! Second, I'm launching a news service to the yachting fraternity through a series of Podcasts over the coming 12 months, with a deeper insight into the sailor's competitive and somewhat hectic lifestyle than previously seen. We're calling these Vodcasts in recognition of Wight Vodka's support. Third, in each of my single- and double-handed regattas over the coming year, I'll be carrying the Wight Vodka branding on the boat and our kit. Last but not least, we're going to have fun with this! That's one thing I've witnessed from Ritu and her team at 50° North; they're growing the brand carefully, and enjoying every minute of it."



"This is a significant step forward for the White and Wight brand alliance," said Ritu Manocha, owner of 50° North, the company behind Wight Vodka. "We knew from working with Hannah on her fabulous trans-Atlantic success in the 2009 OSTAR that we wanted to continue with our relationship; 'White and Wight' is such an obviously superb pairing. The hardest part of this relationship was figuring out what to call Hannah: Brand Ambassador? Emissary? Brand Agent (or Secret Agent)? Special Envoy? We went for *Brand Czar* because it sounded right with just a little edge to it!"

About Hannah White Racing

Hannah White Racing is the company behind Hannah White's ocean racing campaigns. Recently named as the one to watch by the London Times, Hannah White is supported by several main sponsors including Helly Hansen and Wight Vodka. www.hannah-white.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. Tack & Gybe Responsibly.