

## 22<sup>nd</sup> August 2010 – Ramsgate Week Energized with Wight Vodka Parties

### Ramsgate, England

Ramsgate Week is described as one of the friendlier and highly-social regattas on the English calendar of events, with the atmosphere always being relaxed and welcoming. Fitting that Wight Vodka was the drink of choice!

On the water there were fierce rivalries between all classes, with the winners of each class taking home a bottle of Wight and the coveted Wight Vodka regatta hats. The IRC International Regatta, which attracted competitors from Holland, Belgium and France, ran from Thursday to Saturday, concluded with the fleet competing for the historic Gold Cup which was decided on an aggregate of the two races for the day. The Gold Cup, first presented in 1903, is a prestigious trophy and one in which crews compete eagerly for. This year was no exception, but it was Richard Matthews' Humphreys 42 *Oystercatcher XXVI* who claimed an unassailable victory, winning both races overall. Local boat, the First 35, *Stiletto* sailed by John Barrett and Paul Woodward took second place with Robbie & Pippa Stewart's, Stewart 109, *Booty!* from Royal Burnham Yacht Club coming third.



Race Committee Chairman Paul Woodward commented, "The racing was superb all week, and back on land there were Wight Vodka cocktails to be drunk and tales to be told. Competitors and spectators enjoyed an après drink and a post-sail chat in the fabulous Royal Temple Yacht Club's new bar, where a daily 'Happy Hour' attracted the crowds. The contenders definitely enjoyed the Wight Vodka cocktails, and we'll be sure to partner with Ritu and her team next year as well."

Ritu Manocha, owner of the Wight Vodka brand, said "Working with Paul and his team at the Royal Temple Yacht Club was great fun. The racing and social events during Ramsgate Week are second to none, and we're excited to be part of this long-standing, traditional regatta for many years to come."

### About Ramsgate Week

Whether you're a serious racer or looking for a friendly, but competitive cruise, Ramsgate Week will have something for you. Ramsgate Week is making further changes for 2011 in order to onwardly develop the successful formula operated in 2009 & 2010. We believe we have created a very special format for 2011 and look forward to welcoming both old and new competitors to our special regatta week. For more information please visit [www.ramsgateweek.com](http://www.ramsgateweek.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.