



22 November 2010 – Wight Vodka's Favourite Yachting Bar Competition is Open for Entry!

London, England

The annual Wight Vodka Best Yachting Bar competition has begun, and may the best bar win!

It's fair to say that last year's inaugural event got off to a roaring start, with thousands upon thousands of votes cast from around the world's oceans. In the end, the Peter Cafe Sport in the Azores won hands down and received a trophy and prized bottle of Wight Vodka to celebrate their win.

We're confident that this year's contest will be fully powered-up from today, hence, we're outlining a few voting rules to maintain clarity during the competition.

1. The Submissions - As of today, we will begin accepting your written recommendations of your favourite yachting bar on the Scuttlebutt website at scuttlebutteurope.com/sailors-bars.html. The deadline for the submissions is Saturday the 4th December. Please include your name, email, the name and location of your favourite bar, the reasons for your love affair, including commentary on atmosphere, the people, the staff, the location, the food, and of course the drink.
2. The Panel Selection - A panel of judges from Wight Vodka, Seahorse magazine and Scuttlebutt Europe will read each essay and choose the Top Ten Bars to put forward for the vote. Please keep in mind that the top ten will be chosen based both on the quality and passion of the submission, as well as the numbers of submissions received for a particular bar. The emphasis, however, will be on the quality of your submission.
3. The Voting - From Saturday, the 11th December, the Top Ten Bars will be announced and the voting will begin. Voting this year will be accessed through the Scuttlebutt Europe website and will be open until Saturday the 27th December.
4. The Winning Bar - The winner will be announced on 31st December and, similar to last year, the crew from Wight Vodka will be placing calls to the winning bars on New Year's Eve to congratulate them!

We look forward to receiving your submissions from today on the scuttlebutteurope.com/sailors-bars.html website. May the best bar win!

About Scuttlebutt

Scuttlebutt is the definitive marketing and news channel for the world's yachting fraternity. Providing daily updates on regattas and results both online and direct to your email, if you would like to receive Scuttlebutt's news feed please see their website on www.scuttlebutteurope.com. Also, please vote for this year's favourite yachting bar on scuttlebutteurope.com/sailors-bars.html

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.

