

6th January 2011–Soggy Dollar Wins Wight Vodka’s Favourite Bar Contest

London, England

For the second year running, the crew at Wight Vodka partnered with Scuttlebutt Europe to run one of the most important contests the world over (in our humble opinion of course). We again asked the yachting fraternity to vote for their favourite bar, and we’re thrilled to announce that Wight Vodka’s 2010 ‘First in Class’ Prize is awarded to the Soggy Dollar Bar on Jost Van Dyke in the British Virgin Islands!

The Soggy Dollar won due to the thousands of votes cast by their faithful and enthusiastic patrons. This year’s contest was very tight between the winner and the runners up, including the Royal Hong Kong Yacht Club, the Dog Watch in Stonington, Connecticut, the King & Queen in Hamble, UK, the Little Ship Club in London, the Bitter End in the BVI, the Candy Store in Newport, Rhode Island, Foxy’s in the BVI, the Royal Bermuda Yacht Club and the Boatyard Bar & Grill in Annapolis, Maryland.



Ritu Manocha, owner of 50° North, the company behind Wight Vodka, said “What a complete blast to run this contest again! The Soggy Dollar won this year’s competition and will receive a trophy and bottle of Wight to celebrate their win, as well as a few Wight Vodka regatta caps for their crew. If you find yourself in the BVI, we totally recommend that you make your way to the south coast of Jost Van Dyke and enjoy a few cocktails overlooking White Bay!”

Ritu continued “Similar to last year, we again asked participants to comment about their favourite bar. We received thousands of fantastic entries, and this year’s top list of favourite comments are below for your reading pleasure:

- ✓ It was there that I was introduced to snorting Tequila by an infamous bowman
- ✓ I grew up in the main bar learning how to drink.
- ✓ Being sailors it was far too boring to flip a coin, or draw a name out of the hat - it had to be a race. Where better place to start than from the Main Bar at the RHKYC?
- ✓ Best place to be during a typhoon!
- ✓ Best pickup joint in Porto Cervo!
- ✓ Best buffalo milk around!
- ✓ High spring tides actually flood the bar.
- ✓ The rum and the fit bar maids!
- ✓ Even managed to have a bigger bar bill then my Dad (and he paid it).
- ✓ The Monday night mash-up is nuts!
- ✓ Oh...it's where I met both my husbands.

About The Soggy Dollar Bar

The birthplace of the Painkiller cocktail, the Soggy Dollar on Jost Van Dyke, BVI derives its name from the yachtsmen & women who swim ashore to imbibe in food, drink and conversation, paying with wet dollar bills. For information, please visit www.soggydollar.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.