

## 2<sup>nd</sup> April 2011 – Wight Vodka Party Season Launched at the King & Queen

### Hamble, England

“What a perfect start to the 2011 British regatta season!” said Janet Bradley, the engaging owner of England’s favourite yachting bar, The King & Queen Pub in Hamble.

Janet continued: “The K&Q Pursuit Race has now turned into the perfect springtime event to get boats and crews back on the water. Not only did we raise well over £2,000 for Hamble Lifeboat, we also had a ton of fun both on and off the water. This year we again had an award for the ‘Most Stylish Rounding’ of the Wight Vodka racing mark, and the honours went to John Taylor on “Jeronimo”. Some of the crews just had a blast rounding the mark, a few of the photos needed to be censored for obvious reasons and we even had a rib driver do a very stylish rounding!”



The perfect spring day saw force three and four winds take the fleet out into the Solent in choppy seas. Congratulations of course are due to the overall winner of the race, Martin Moody sailing the smallest boat in the fleet: A Mirror dinghy aptly named “Never give UP.” Congratulations on the win! Coming in second and third place respectively, were James Morland on “Tom”, a RS600 and Robert Cowley on “Cejenika”, an Achilles 24. The crews joined in the after regatta party in the K&Q, and Janet remembers “looking at my watch as the last bottle of Wight Vodka was poured and thinking ‘We do have to call it a night as it’s 12.30 and we now need to get Mothers Day roast lunch ready!’”

Ritu Manocha, owner of the classic Wight Vodka brand, loved it. “We so enjoy supporting Janet and her team on The K&Q Pursuit Race. As we keep our boat on the Hamble, we of course also love supporting the Hamble Lifeboat! What a fabulous kick-start to the 2011 regatta season, and we’re looking forward to continuing our very strong relationship with the crew at The King & Queen!”

### About The King & Queen in Hamble

The King & Queen is located in the heart of the yachting world on Hamble's cobbled High Street. It is open “all the hours God sends” (subject to licensing law of course!) for friendly service, real ales, fine food and now great coffee too. In the summer you can sit out in the sun and in the winter you can enjoy the heat of a real log fire. A truly great place!  
[www.kandq.co.uk](http://www.kandq.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](http://www.wightvodka.com). Tack & Gybe Responsibly.