

## 13<sup>th</sup> June 2011 – Wight Vodka Heads West to Plymouth Race Week

### Plymouth, England

Plymouth Race Week launches on the 7<sup>th</sup> July with a Wight Vodka cocktail party at the Royal Western Yacht Club, and expectations are set for a wildly successful inaugural event.

Chris Arscott, Commodore of the Royal Western Yacht Club, commented "We're so glad to have Ritu and the crew from Wight Vodka onboard to support this bi-annual regatta. From the beginning, we set the theme of Plymouth Race Week as 'the Yachtsman's Regatta' as we wanted competitive racing on the water to be followed by fantastic social events off the water. As Plymouth Race Week also coincides with Plymouth's Summer Festival, the shore side entertainment will be as spectacular as the sailing. And with Wight Vodka cocktails flowing over the bar at the Royal Western YC, the after race parties will certainly be that much more enjoyable!"



International Race Officer Mike Pearson will head-up Plymouth Race Week's team of international and national race officials. The team are setting challenging courses both inside and outside of Plymouth's breakwater, with races running from Thursday 7<sup>th</sup> July through Monday 11<sup>th</sup> July. With three courses planned including an extra for white sail, the race officers are designing courses to ensure excellent, competitive racing for each individual class.

Chris Arscott continued, "We first met Ritu when we held a Wight Vodka party at Pentillie Castle to bring the many teams, family and friends together for the 2009 OSTAR. That evening was very special, as it was the first time that the 33 sailors got to know one another prior to heading off across the Atlantic. Wight Vodka is so closely affiliated with British and international sailing that it's the perfect spirit to be enjoyed during Plymouth Race Week."

Ritu Manocha, owner of the Wight Vodka brand, said: "We just love working with Chris and the Royal Western team. They are so professional and passionate about yachting and their friendly attitude shows in everything they do. Pouring exclusive Wight Vodka cocktails will certainly support the great atmosphere building up for Plymouth Race Week!"

### About Plymouth Race Week

Plymouth Race Week is the new bi-annual sailing event held from the 7<sup>th</sup> to the 11<sup>th</sup> July. Planned to be on the scale of Cowes and Cork week and utilising the City's unrivalled waterfront and fabulous sailing waters, the Royal Western Yacht Club welcomes yachtsmen and women of all calibres to enter and be part of this inaugural regatta. To enter your yacht into Plymouth Race Week, please visit [www.plymouthraceweek.org](http://www.plymouthraceweek.org).

### 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.