



22nd November 2011 – Wight Vodka's 2011 Favourite Yachting Bar Competition is Open for Entry!

London, England

It's back, and it's better than ever!

Wight Vodka's Best Yachting Bar competition is open for your submissions, and we're expecting another heated race! Thus far, you have voted the Peter Café Sport in the Azores as the World's Favourite in 2009 and the Soggy Dollar on Jost Van Dyke in the BVI in 2010. In addition to being recognized by the world's yachting community, the bars received a trophy and prized bottle of Wight Vodka to celebrate their win.

Ritu Manocha, the entrepreneur behind 50° North and Wight Vodka, said "This contest is just too much fun! Our favourite job is reviewing all the comments we receive to choose the top ten bars. A few classics received over the years include 'High spring tides actually flood the bar' and 'It was there that I was introduced to snorting Tequila,' to 'Its gehaktballen are the best you can get!' and 'Oh...it's where I met both my husbands.'"



The Soggy Dollar – 2010's Winner

2011's contest is powered-up from today and the rules of engagement are outlined below:

1. **The Submissions** – As of today, we are accepting your written recommendations for your favourite yachting bar on the [Scuttlebutt Europe](http://scuttlebutteurope.com/sailors-bars.html) website at scuttlebutteurope.com/sailors-bars.html. The deadline for the submissions is Monday the 5th December. Please include your name, email, your favourite bar, the reasons for your love affair, including commentary on the atmosphere, the people, 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 10th 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 Tuesday the 27th December.
4. **The Winning Bar** – The winner will be announced on 31st December and, similar to years past, the crew from Wight Vodka will be placing calls to the winning bars on New Year's Eve to congratulate them!

About Scuttlebutt Europe

Scuttlebutt Europe 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.

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.*

