



4th July 2012 – Wight Vodka Partners with the J-Cup 2012 Driven by MIQ Logistics Regatta

Hamble, England

Let the J-Boat racing and Wight Vodka parties begin!

The J-Cup 2012 Driven by MIQ Logistics will mark the eleventh year of the regatta, an event that has grown in size beyond all reasonable expectation, both in terms of the number of competitors involved and by the extremely tight racing. All J Boat owners are invited to compete; the regatta is first class and the shore-side socials are legendary. This year a [SailRacer](#) results service sponsored by Wight Vodka, has been launched allowing for live race blogging and live results directly from the regatta committee. The service was used at the recent J/80 World Championship in Dartmouth and was a roaring success.



The J-Cup is being hosted by the fabulous team at the Royal Southern Yacht Club in Hamble between the 26th and 28th July. Sailing Secretary Natalie Gray commented "This year's J-Cup Driven by MIQ Logistics is certain to be the best ever. The Wight Vodka parties are now renowned and it's great that Wight Vodka is our preferred premium vodka behind the bar at the Royal Southern. Wight Vodka Tonics and Wight Vodka Bloody Marys are most enjoyed!"

"We have a fantastic relationship with Ritu and her team and we're glad that the partnership between J-Boats and Wight Vodka is so strong," commented Gemma Dunn of Key Yachting in Hamble, who are the organisers of the event. The racing on the water will definitely be competitive, and the evening events and prize parties will be thoroughly enjoyed with Wight Vodka cocktails flowing. I'm certainly looking forward to a great event!"

Ritu Manocha, the entrepreneur behind 50° North and Wight Vodka, said "The J-Cup has been one of the highlights of the year for Wight Vodka and we're excited to be part of the fun again. We're even working with the teams at Key Yachting, J-Boats and the Royal Southern Yacht Club to come up with our own J-Cup cocktail for the parties. This will be a blast of a regatta!"

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.

