



30th November 2012 – Wight Vodka's Favourite Yachting Bar Competition is open!

London, England

It's time again for Wight Vodka's Favourite Yachting Bar competition to get underway! Now in its fourth year running, we're expecting the competition to be tighter than ever. So far, you have voted the Peter Café Sport in the Azores as the World's Favourite in 2009, the Soggy Dollar on Jost Van Dyke in the BVI as the winner in 2010 and IYAC in Newport, Rhode Island as the Favourite in 2011.

Ritu Manocha, the entrepreneur behind 50° North and Wight Vodka, said "This contest goes from strength-to-strength. Just as we're pulling our boats for the winter (at least in the Northern Hemisphere) the Favourite Yachting Bar competition gets underway to provide some entertainment. We love judging the submissions; the quality of the written entries helps narrow the field. Our favourite comments over the years include: 'This place is known as the drinking bar with a yachting problem,' to 'You never know if you're going to see someone in a wedding dress or a swim suit,' and 'Oh...it's where I met both my husbands.' 2012'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. The deadline for the submissions is Friday the 7th of 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 8th 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 Thursday the 27th December.

4. The Winning Bar – The winner will be announced on 31st December and the crew from Wight Vodka will be placing calls to the winning bars on New Year's Eve to congratulate them.

We look forward to receiving your submissions from today on the scuttlebutteurope.com/sailors-bars.html website. May the best bar win!

About Scuttlebutt

Scuttlebutt 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.

