

9th May 2013–Guinness on Wight at Keble College’s May Ball

Oxford, England

The sun came out, a rainbow appeared, and the Keble College revelers happily poured into the Wight Vodka tent during the Keble Ball.

“The Wight Tent was a massive success!” said Dan Guinness, one of the energetic leaders of this year’s Keble College Ball. “As our 1,000+ guests arrived, we started everyone off with Wight Raspberry and Lemon Drops - ice cold Wight Vodka served with a fresh raspberry, a lemon and a sugar-rimmed shot glass. These went down tremendously, and looked great!”



Guinness continued, “The bar was set up as a Wight Wonderland - white decor with fairy lights, plenty of space for people to meet up and chat with their friends. One corner of the room was the bar itself, a semi-circular LED bar which served the delicious cocktails. The bartenders were awesome, serving up so many great drinks. We kept the Wight ice cold all night. One of the favourites was the Guava and Mango Wight martini; this was a total hit.”

Ritu Manocha, owner of the Wight Vodka brand, was glad to be part of this year’s May Ball in Oxford. “Working with Dan and his team was fantastic. The bartending team developed some fantastic cocktails and the party-goers certainly had a fantastic time. So glad to be part of the Keble Ball. I think we’re becoming a bit of a tradition in Oxford!”

About Keble College

Keble College is one of the largest of the constituent colleges of the University of Oxford with 410 undergraduate and 235 graduate students. It was the wish of the founders in 1870 to extend access to the University more widely, and the College has a continuing commitment to inclusiveness. Keble College prides itself on the academic achievements of its students, and aims to offer a supportive environment in which learning can flourish. Keble is a vibrant community whose students excel not only academically, but also in music, drama, and sport. To find out more about Keble visit www.keble.ox.ac.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. Tack & Gybe Responsibly.