

**3<sup>rd</sup> December 2015 – Boats to the Starting Line for Wight Vodka's 2015 Favourite Yachting Bar Competition**

**London, England**

It's time to put your thoughts into words and send in your nominations for 2015's Favourite Yachting Bar competition! Now in its seventh year, this competition is now tacking and gybing to the starting line! With such venerable establishments being ranked in the top position including 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, IYAC in Newport, Rhode Island as the Favourite in 2011, the Sint Maarten Yacht Club in 2012, the One Bar Playa Blanca in Lanzarote, Spain in 2013, and one of our distiller's favourites in 2014, the King & Queen Pub in Hamble, we are asking the world's sailors to again scroll through their mobile phones' photo libraries over the last year to jar some memories of your favourite drinking establishments!



Dan Hiza, the entrepreneur behind 50° North and Wight Vodka, said "It's time to enter your submission on <http://scuttlebutteurope.com/sailors-bars> to let the world know who you believe should be nominated for this year's competition! This year we're 'fast tracking' the competition, so submissions are due by Friday 18<sup>th</sup> December. Remember that we're looking for both the quantity of submissions, but more importantly, the quality of the submissions are critical. Tell your best story of your favourite pub and our judges will then determine who makes the top 10 for the voting. To get your creative juices flowing, a few of our favourite comments are below:

- ✓ "It's where I met both my husbands."
- ✓ "Enjoyed my first Wight Vodka martini here. And my second...and my third. The next day someone gave the sage advice 'One martini, two martini, three martini, FLOOR!'."
- ✓ "This place is known as the drinking bar with a yachting problem."
- ✓ "Things really start to happen around 4. 4 AM that is..."

From all of the submissions, the team at Wight Vodka will choose the top 10 bars which are put forward for the online voting from Saturday the 19<sup>th</sup> December to Wednesday the 30<sup>th</sup> December. We announce the winner on the 31<sup>st</sup> December and similar to years past, the Wight Vodka crew calls each of the winning bars on New Year's Eve to congratulate them! It's a great occasion to ring in the New Year and may the best bar win!"

**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](http://www.scuttlebutteurope.com). Also, please vote for this year's favourite yachting bar on <http://scuttlebutteurope.com/sailors-bars>

**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.