



DOMAINE
Pinnacle[™]
Cidre de glace ~ Ice Cider

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PINNACLE ESTATES WINS DOUBLE GOLD AWARDS

Pinnacle Signature Special Reserve Ice Cider wins Gold at Quebec's Coupe des Nations and another Gold at the All Canadian Wine Championships

FRELIGHSBURG, QC, June 1, 2004 – Pinnacle Estates, Quebec's leading producer of ice cider, today announced that Pinnacle Signature Special Reserve Ice Cider (see 'Product Visual' below) has won Gold Awards at two prominent industry competitions.

Pinnacle Signature Special Reserve Ice Cider won the Gold Award, in the ice cider category, at the *Festival de la Gastronomie de Québec Coupe des Nations*. Held last month in Quebec City, the *Coupe des Nations* drew almost 30,000 visitors. Based on blind taste tests, prizes are awarded by an independent jury of judges. Founded in 1998, the *Coupe des Nations* is the largest private gourmet food and beverage festival in Quebec.

Pinnacle Signature Special Reserve Ice Cider also won a Gold Award in the 'fruit-dessert' wine category at the All Canadian Wine Championships (ACWC) held in April in Windsor, Ontario. The ACWC is the oldest and largest judging event solely for Canadian wines. This year, 878 entries were evaluated from 106 wineries across the country. An independent panel of judges evaluates each product according to a standardized 100-point system.

Pinnacle Signature Special Reserve Ice Cider is available at more than 75 *Société des alcools du Québec* (SAQ) stores across the province (product code: 10233756). Production of Pinnacle Signature Special Reserve Ice Cider is limited to 5,000 bottles per vintage. Available only for a limited time, each unique bottle is hand numbered and signed. A 375 ml bottle retails for \$35.25.

"It is very gratifying to be recognized by two of Canada's leading industry organizations," said Charles Crawford, President, Pinnacle Estates. "Winning Golds at the *Coupe des Nations* and the ACWC represents two important votes of confidence from some of the most discriminating wine and beverage connoisseurs in Canada," Mr. Crawford added.

About Pinnacle Ice Cider and Pinnacle Estates

Producing Pinnacle Ice Cider requires a late season apple harvest. Apples must be handpicked in sub-zero degree conditions, after autumn's first frost. This combination of agricultural and climactic conditions is very rare. In fact, Quebec is the only place in the world where ice cider is made. Once the apples are picked, they are pressed for juice. Concentrated apple liquor is separated and fermented for about seven months. About 80 apples (or six kilograms) go into each 375ml bottle of Pinnacle Ice Cider. Absolutely no sugar or additives are used in the fermentation process. The result is a cool, delicious and refreshing taste, ideal as an aperitif or an innovative alternative to Sauternes and other dessert wines. Pinnacle Ice Cider complements foie gras, pâté, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is currently available in Quebec, Ontario, British Columbia and Alberta, Canada, and in the United States and Asia through select importers and retailers. Founded in 2000, Pinnacle Estates is Quebec's leading producer of ice cider. For more information, please visit www.icecider.com.

Product Visual



Pinnacle Signature Special Reserve Ice Cider (375 ml), 2002 Vintage