



Media Contacts: **Mark Lowe**
PRagmatic Communications
For Domaine Pinnacle
(514) 499-9632
mark.lowe@pragcom.com

Charles Crawford
President
Domaine Pinnacle
(450) 263-5835 x 222
charles@domainepinnacle.com

DOMAINE PINNACLE ICE CIDER NOW AVAILABLE AT THE LCBO

Domaine Pinnacle Ice Cider now in 140 LCBO locations across Ontario

FRELIGHTSBURG, QC, November 4, 2008 – Domaine Pinnacle, the world’s leading producer of ice cider, today announced that Domaine Pinnacle Ice Cider is now available as a regularly listed product at the Liquor Control Board of Ontario (LCBO).

Represented in Ontario by Pelee Island Winery, Domaine Pinnacle Ice Cider is currently available at 140 LCBO locations across Ontario, including: the Bay & Bloor, Gerrard & Pape and Yonge & Wellesley locations in Toronto, the Albert & Metcalfe location in Ottawa and the Upper Gage & Fennell location in Hamilton.

Domaine Pinnacle is the market-leading maker of ice cider – a product category first developed in Québec that has grown exponentially in recent years. Each 375 ml bottle (See “Product Visual” below) of Domaine Pinnacle Ice Cider is made from a blend of six varieties of apples. Domaine Pinnacle Ice Cider is a rich, golden, full-bodied nectar that is enjoyed as an aperitif, with foie gras, fine cheeses, a variety of desserts or simply on its own to end a perfect meal.

“We are very pleased to announce the availability of Domaine Pinnacle Ice Cider at the LCBO,” said Charles Crawford, Founder and President, Domaine Pinnacle. “With widespread availability in Canada’s most populous province – and largest urban centre – we now have truly national distribution. Working closely with our Ontario partner, Pelee Island Winery, we sincerely believe that Ontarians will discover and enjoy our uniquely Canadian product,” Mr. Crawford concluded.

Domaine Pinnacle Ice Cider retails for \$29.95 (LCBO #: 94094).

Taste Domaine Pinnacle Ice Cider:

- *The Ottawa Wine and Food Show*, November 7-9, Lansdowne Park, Booth # 1108. For more information: www.playerexpo.com.
- *Gourmet Food and Wine Expo*, November 20-23, Metro Toronto Convention Centre, Booth # 610. For more information: www.foodandwineexpo.ca.

About Domaine Pinnacle

Domaine Pinnacle is a family-owned orchard located on the southern slopes of Pinnacle Mountain in Québec's picturesque Eastern Townships. Founded in 2000, it has rapidly become the world's leading producer of ice cider—the apple equivalent of grape-based icewine. Born of the unique combination of sunny summer growing conditions and frigid Québec winters, this rich amber coloured elixir has won the hearts and palates of connoisseurs worldwide. For more information, please visit www.domainepinnacle.com.

Product Visual



Domaine Pinnacle Ice Cider, 375 ml.