



DOMAINE
Pinnacle[™]
Cidre de glace ~ Ice Cider

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PINNACLE ICE CIDER SELECTED BY SWEDISH LIQUOR BOARD FOR NATIONAL DISTRIBUTION

Pinnacle Estates' product the only ice cider available in Scandinavia

FRELIGHSBURG, QC, Dec. 7, 2004 – Pinnacle Estates, Quebec's leading producer of ice cider, today announced the availability of Pinnacle Ice Cider (See 'Product Visual' below) in Sweden.

Effective immediately, Pinnacle Ice Cider is available at more than 20 major Systembolaget stores in Sweden. Systembolaget, the national Swedish liquor board, is renowned for its high standards and demanding selection process. In this case, Pinnacle Ice Cider was chosen because it beat several similar competing products in blind taste tests.

To promote the availability of Pinnacle Ice Cider in Sweden, Pinnacle Estates is holding its international Ice Hotel Vacation Contest. The Grand Prize: A trip for two to the world-famous Jukkasjärvi Ice Hotel in Sweden. Runners-up: Five weekend getaways at the Ice Hotel near Quebec City. For complete details, and to enter the contest, please visit www.icecider.com. The Ice Hotel Vacation Contest ends January 5, 2005.

"We are very pleased to offer Pinnacle Ice Cider through the Systembolaget," said Anders Fredriksson, General Manager, Amka Vinimport Sweden. "We import wines from around the world and know that Swedish consumers are knowledgeable and sophisticated. We are confident that Swedes will appreciate the uniqueness and quality of Pinnacle Ice Cider while enjoying its delicious and refreshing taste," Mr. Fredriksson added.

"Our relationship with the Systembolaget makes Pinnacle Estates the first and only Canadian maker of ice cider with distribution in Sweden," said Charles Crawford, President, Pinnacle Estates. "Swedes and Canadians share a love of winter – as evidenced by the ice hotels in both our countries! We are proud to announce that Sweden is our first export market in Scandinavia," 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 temperatures, 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 eight months. About 80 apples 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 widely available in Canada, and through select retailers and importers in Europe, the US and Asia. Founded in 2000, Pinnacle Estates is Quebec's leading producer of ice cider. For more information, please visit www.icecider.com.

Product Visual



Pinnacle Ice Cider (375 ml)