



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 WINS 40TH INTERNATIONAL GOLD MEDAL

Recognition at International Wine and Spirits Expos Acknowledges Maturity of Ice Cider as a Product Category and Domaine Pinnacle as its Leading Producer

FRELIGHSBURG, QC, June 9, 2009 – Domaine Pinnacle, the world’s leading producer of ice cider, today announced the receipt of its 40th Gold Medal. Domaine Pinnacle’s Gold Medals have been won at numerous leading international wine and spirits conferences and expos in Canada, the US and Europe. For complete details, please see ‘List of Medals’ below.

As a unique Québec-made specialty product that was virtually unknown a decade ago, the accumulation of 40 international Gold Medals is an important milestone for ice cider. Recognition on the world stage is an affirmation of the quality of ice cider as a product category, and of Domaine Pinnacle as its leading producer.

“International recognition shows that we are producing a good quality product that appeals to peoples’ tastes worldwide,” said Charles Crawford, Founder and President, Domaine Pinnacle. “It also endorses our strategy of developing distribution channels outside Canada. Winning 40 Gold Medals is an important milestone, not only for Domaine Pinnacle, but for the emergence of ice cider as a mature product on the international market.”

“Since we entered our first competition in 2004, 40 Gold Medals have been awarded to several of our products, including our Ice Cider (branded as Ice Apple Wine in export markets), Sparkling Ice Cider and Signature Réserve Spéciale. And in several cases, such as *The International Eastern Wine Competition* and the *All Canadian Wine Championships*, we have won double Gold Medals. This is a proud moment for Domaine Pinnacle that represents the culmination of more than a decade’s work,” Mr. Crawford concluded.

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.

List of Medals

Product	Medal/Award	Competition	Year
Ice Cider/ Ice Apple Wine	Gold	Beverage Testing Institute - World Wine Championships	2009
	Gold	Vinalies Internationales	2009
	Gold	Long Beach Grand Cru	2008
	Gold	Los Angeles International Wine & Spirits Competition	2008
	Double Gold	International Eastern Wine Competition	2008
	Gold Cup	Coupe des Nations - Québec	2008
	Gold	Florida State Fair Wine & Grape Juice Competition	2008
	Gold	Beverage Testing Institute - World Wine Championships	2007
	Gold	Dallas Morning News Wine Competition	2007
	Gold	Long Beach Grand Cru	2007
	Gold	All Canadian Wine Championships	2007
	Gold	Pacific Rim International Wine Competition	2007
	Gold Cup	Coupe des Nations - Québec	2007
	Double Gold	Florida State Fair Wine & Grape Juice Competition	2007
	Gold	American Wine Society Commercial Wine Competition	2007
	Gold	Indy International Wine Competition	2006
	Gold	Indy International Wine Competition	2005
	Gold	Dallas Morning News Wine Competition	2005
	Gold	American Wine Society Commercial Wine Competition	2005
	Sparkling Ice Cider	Gold	Finger Lakes International Wine Competition
Gold		Toronto Wine & Cheese Show	2005
Double Gold		All Canadian Wine Championships	2008
Gold Cup		Coupe des Nations - Québec	2008
Gold		American Wine Society Commercial Wine Competition	2007
Double Gold		All Canadian Wine Championships	2007
Gold Cup		Coupe des Nations - Québec	2007
Gold Cup		Coupe des Nations - Québec	2006
Gold Cup		Coupe des Nations - Québec	2005
Signature Réserve Spéciale		Gold	Sélections mondiales des vins Canada
	Gold Cup	Coupe des Nations - Québec	2008
	Gold	Finger Lakes International Wine Competition	2008
	Gold	Concours provincial - Mondial des cidres de glace du Québec	2008
	Gold	All Canadian Wine Championships	2007
	Gold Cup	Coupe des Nations - Québec	2007
	Gold	Finger Lakes International Wine Competition	2007
	Gold Cup	Coupe des Nations - Québec	2004