



DOMAINE
Pinnacle[™]
Cidre de glace ~ Ice Cider

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PINNACLE ESTATES TAKES HOME FOUR MAJOR AWARDS IN 2004

Awards given by judges in Alberta, Quebec and Ontario

FRELIGHTSBURG, QC, Dec. 14, 2004 – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced that it was the proud recipient of four major food and beverage industry awards in Canada in 2004.

In October, Pinnacle Ice Cider won the ‘Best of Category’ award in the ‘Fruit Wine’ category at the *Western Canada Wine Awards* (part of the *Rocky Mountain Wine & Food Festival*), held in Calgary and Edmonton, Alberta. Using blind taste tests, each wine was evaluated by a panel of five judges according to a standardized rating system.

In May, 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 in Quebec City, the *Coupe des Nations* drew almost 30,000 visitors. Based on blind taste tests, prizes were 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.

In April, Pinnacle Signature Special Reserve Ice Cider won a Gold Award and Pinnacle Ice Cider won a Silver Award in the ‘fruit-dessert’ wine category at the All Canadian Wine Championships (ACWC) held 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 evaluated each product according to a standardized 100-point system.

“With the year drawing to a close, it’s a good time to look back,” said Charles Crawford, President, Pinnacle Estates. “In 2004, Pinnacle Estates was honoured with four awards at three major Canadian events. We are very pleased with the response that our products have received across Canada. Next year, we will further expand product availability at home, while continuing to actively pursue international export markets around the globe,” 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.