



**Pinnacle**<sup>DOMAINE</sup>  
Cidre de glace ~ Ice Cider™

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## **PINNACLE ICE CIDER NOW AVAILABLE IN ONTARIO**

*LCBO Vintages stores selling Pinnacle Ice Cider*

**FRELIGHSBURG, QC, 27 Jan. 2004** – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced the availability of Pinnacle Ice Cider in Ontario.

The 2002 Pinnacle Ice Cider is currently on-sale for \$32.95 in Liquor Control Board of Ontario (LCBO) *Vintages* stores (product code: 920033), including: 2 Cooper St. (Queens Quay near Yonge) in Toronto, 10 Scrivener Sq. (Yonge south of St. Clair) in Toronto, The Bayview Village Mall in North York, Sherwood Forest Mall in Mississauga and 275 Rideau St. in Ottawa.

This is the first time that Pinnacle Ice Cider has been available in Ontario. In addition to distribution through *Vintages* stores, Pinnacle Ice Cider will be available at select *Vintages* boutiques and *Vintages* corners. Furthermore, Pinnacle Ice Cider may be ordered through any of the 600 LCBO stores across the province.

The response to Pinnacle Ice Cider has been tremendously positive. Production and distribution have grown rapidly in less than three years. About 2,500 cases were made from the 2000 apple harvest and availability was limited to several restaurants in Montreal and Quebec’s Eastern Townships. Production of the 2001 vintage was doubled and distribution was launched in Quebec, BC and Alberta. Approximately 10,000 cases were made from the 2002 harvest and distribution has been extended to the US, Asia and – now – Ontario.

“We are very pleased to announce the availability of Pinnacle Ice Cider in Ontario,” said Charles Crawford, President, Pinnacle Estates. “The LCBO *Vintages* team is excellent at introducing and promoting unique products to Ontarians. To be selected by *Vintages* confirms the quality of Pinnacle Ice Cider. We anticipate a very positive response from Ontarians and look forward to increasing the distribution of Pinnacle Ice Cider within the LCBO,” 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](http://www.icecider.com).

## Product Visual



**Pinnacle Ice Cider (375 ml), 2002 Vintage**