



MEDIA CONTACT:

Charles Crawford
President
Domaine Pinnacle
(450) 298-1222
charles@icecider.com

PINNACLE ICE CIDER SPONSORS TUQUES BLEUES 2005

8th Annual Event part of Montreal High Lights Festival

FRELIGHTSBURG, QC, Jan. 27, 2005 – Domaine Pinnacle, Quebec’s leading producer of ice cider, is proud to announce its sponsorship support for the second year running of the Tuques Bleues Celebration and Snowshoe Event.

“As a producer Ice Cider from orchards located on the southern slope of Pinnacle Mountain in the Eastern Townships, we recognize the value, beauty and rarity of unspoiled mountain terrain in the region. We are very proud to be associated with *Les Amis de la Montagne*, a group that works tirelessly in the preservation of Mount Royal, a landmark of great importance for the city of Montreal and the province as whole” says Charles Crawford, President of Domaine Pinnacle.

Pinnacle Ice Cider, which has received international acclaim from leading wine critics and sommeliers, and which has won numerous awards, will be served to approximately 850 attendees at the February 17th event. As part of the Montreal High Lights Festival this event also focuses on gourmet cuisine and notable “*produits du terroir du Québec*” of which Pinnacle is being featured in several venues.

About Pinnacle Ice Cider and Domaine Pinnacle

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, to Port and other dessert wines. Pinnacle Ice Cider complements foie gras, pâté, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is currently available across Canada, in the United States, Europe and Asia through select importers and retailers. Founded in 2000, Domaine Pinnacle is Quebec’s leading producer of ice cider. For more information, please visit www.icecider.com.