



DOMAINE
Pinnacle[™]
Cidre de glace ~ Ice Cider

Media Contacts:

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

Mark Lowe
PRagmatic Communications
for Pinnacle Estates
(514) 499-9632
mark.lowe@pragcom.com

**15 DIAMONDS – THE ONLY THREE RESTAURANTS IN QUEBEC
WITH FIVE DIAMOND CAA/AAA RATINGS – TO SERVE
PINNACLE ICE CIDER**

*Auberge Hatley, Nuances and Le Baccara to serve Pinnacle Ice Cider as part of
15 Diamonds Menu*

FRELIGHTSBURG, QC, Jan. 28, 2003 – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced that Pinnacle Ice Cider will be served as part of the 15 Diamonds Menu.

The 15 Diamonds represent the only three restaurants in Quebec to have earned a Five Diamond rating - the Canadian Automobile Association/American Automobile Association (CAA/AAA)’s highest rating for hotels and restaurants. The three restaurants are: The *Auberge Hatley Dining Room* in North Hatley, *Nuances* in the Casino de Montréal and *Le Baccara* in the Casino du Lac-Leamy in Gatineau.

The CAA/AAA One- to Five-Diamond rating system was introduced in 1977 and continues to be the recognized language of quality for North American lodgings and restaurants. Only two other restaurants in Canada have a Five Diamond rating – *Truffles* in the Four Seasons Hotel, Toronto and *Five Sails* in the Pacific Hotel, Vancouver. By comparison, the state of California – with four to five times the population of Quebec – has just four Five-Diamond-rated restaurants.

Pinnacle Ice Cider will accompany sautéed foie gras, the second of five courses on the 15 Diamonds Menu. Each of the three restaurants will feature the 15 Diamonds Menu for a limited time only, starting tomorrow (January 29th) and

Thursday (January 30th) at the *Auberge Hatley*, February 5th and 6th at *Nuances*, and February 12th and 13th at *Le Baccara*.

“Three of the best chefs in Quebec have chosen to serve Pinnacle Ice Cider,” said Charles Crawford, President, Pinnacle Estates. “The CAA/AAA Five Diamond rating is very prestigious and equally rare. To be associated with the 15 Diamonds, here at home, is a great honour,” 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. Approximately six kilograms of 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 compliments foie gras, pâté, fine cheeses and desserts with particular balance.

A 375ml bottle of Pinnacle Ice Cider retails for \$24.95 at the SAQ (product number **734269**). To find out which SAQ stores currently have Pinnacle Ice Cider in stock, simply visit www.saq.com and enter the product number in the search field on the upper left corner of the homepage.

Founded in 2000, Pinnacle Estates is Quebec’s leading producer of ice cider. For general information, including boutique hours and driving directions, please visit www.icecider.com. For more information, or to arrange a private tasting, please contact Charles Crawford or Mark Lowe.