



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

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## **PINNACLE ICE CIDER GIFT BOX AN IDEAL CHRISTMAS PRESENT**

*Gift Box contains 375ml bottle of Pinnacle Ice Cider, two monogrammed tasting glasses and a stainless steel corkscrew*

**FRELIGHSBURG, QC, Dec. 9, 2003** – Pinnacle Estates, Quebec's leading producer of ice cider, today announced the availability of its Gift Box – just in time for Christmas.

The Gift Box contains a 375ml bottle of 2001 Pinnacle Ice Cider, two tasting glasses subtly decorated with the Pinnacle Estates logo and a stainless steel corkscrew (See "Product Visual" below). The Pinnacle Ice Cider Gift Box is currently available for \$45.75 at more than 150 Société des alcools du Québec (SAQ) stores (code: 744250) across the province, including *Les Ailes de la Mode*, *Les Cours Mont-Royal* and *Complexe Desjardins*, in Montreal.

"Our Gift Box is an ideal Christmas present idea for anyone who wants to sample a unique *produit du terroir* from Quebec's Eastern Townships," said Charles Crawford, President, Pinnacle Estates. "Packaging our unique product with tasting glasses and a corkscrew will provide an opportunity for more Quebecers to discover Pinnacle Ice Cider this Christmas season," 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 compliments foie gras, pâté, fine cheeses and desserts with particular balance. Pinnacle Ice Cider is currently available in Quebec, 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 Gift Box**