



DOMAINE
PinnacleTM
Cidre de glace ~ Ice Cider

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PINNACLE ESTATES 2001 VINTAGE ICE CIDER NOW ON SALE

Province-wide distribution through the Société des Alcools du Québec begins in October 2002

FRELIGHSBURG, QC, Sept. 10, 2002 – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced the availability of the 2001 vintage *Pinnacle Ice Cider*.

Currently available at the Estate and more than 35 specialty liquor stores and select restaurants – including *Globe* and *L’Express* in Montreal – Pinnacle Estates’ 2000 vintage is virtually sold-out. For 2001, the volume of production was tripled and province-wide distribution – through the *Société des Alcools du Québec* (SAQ) – begins in next month.

Producing ice cider requires a late season 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 produced.

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 additives or sugar 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. Ice cider compliments foie gras, pâté, fine cheeses and desserts with particular balance.

“The first vintage of *Pinnacle Ice Cider* was a regional delicacy,” said Tim Beal, chef and proprietor of Chez Vous personal chef service. “My clients have responded very positively, particularly to the way it enhances a fine dessert. I expect to be serving much more of the 2001 vintage,” Mr. Beal added.

“2001 was a great year for harvesting apples in the Eastern Townships. Sunny, hot conditions yield sweet apples, which in turn, make a richly-flavored and well-balanced ice cider,” said Charles Crawford, founder and president, Pinnacle Estates. “With the success of our 2000 vintage, and now with an SAQ distribution partnership behind the latest harvest, we expect the awareness and popularity of our unique product to increase tremendously,” Mr. Crawford concluded.

About Pinnacle Estates

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.

A tasting of the 2001 vintage *Pinnacle Ice Cider* will be held at Pinnacle Estates in Frelighsburg, Quebec on September 14, 2002. For more information, or to arrange a private tasting, please contact Charles Crawford or Mark Lowe.