



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

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## **PINNACLE ICE CIDER NOW AVAILABLE IN BRITISH COLUMBIA AND ALBERTA**

*Pinnacle Estates first producer to market ice cider in Western Canada*

**FRELIGHTSBURG, QC, March 11, 2003** – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced that Pinnacle Ice Cider is now for sale in British Columbia and Alberta.

Approximately 40 BC Liquor Stores in the greater Vancouver area (including *BC Specialty Stores* located at 39<sup>th</sup> & Cambie, Thurlow & Alberni and Park Royal in West Vancouver), three stores in Victoria (including the Fort Street *BC Specialty Store*) and one store in Whistler are currently selling Pinnacle Ice Cider for \$29.95 per 375ml bottle. A number of private wine stores in Vancouver are also carrying Pinnacle Ice Cider. Distribution will expand to cover Kelowna, Penticton and Prince George. Pinnacle Ice Cider will soon be available at more than 60 BC Liquor Stores across the province and also in a growing number of private beer and wine stores. (BC product code: +007674.)

In Alberta, Pinnacle Ice Cider is now available at several private liquor stores in Edmonton and Calgary, including the Duty Free shop at Calgary International Airport. Pricing in Alberta is established independently by individual liquor store owners and managers. Distribution will be increased across the province through the spring of this year. (Alberta product code: +709683.)

“Pinnacle Estates is the first producer to market ice cider in Western Canada,” said Charles Crawford, President, Pinnacle Estates. “As new markets, British

Columbia and Alberta complement the well-established availability and popularity of Pinnacle Ice Cider in Quebec. BC and Alberta are the first major steps in rolling-out national and international distribution for our unique product,” 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.

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](http://www.icecider.com). For more information, or to arrange a private tasting, please contact Charles Crawford or Mark Lowe.