



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

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## **THE 2002 VINTAGE PINNACLE ICE CIDER NOW ON SALE**

*Specialty gourmet product available across Quebec and in  
British Columbia and Alberta*

**FRELIGHSBURG, QC, Oct. 27, 2003** – Pinnacle Estates, Quebec’s leading producer of ice cider, today announced the market availability of the 2002 vintage Pinnacle Ice Cider.

Now in its third year, the 2000 and 2001 vintages of Pinnacle Ice Cider are sold-out. For 2002, the volume of production was tripled, with more than 10,000 cases being shipped to destinations including 250 *Société des Alcools du Québec* (SAQ) stores in Quebec and more than 100 provincial and private liquor stores across British Columbia and Alberta. Additional national and international distribution networks will be announced before the end of the year.

“The summer of 2002 provided one of the best apple harvests in living memory in Quebec’s Eastern Townships,” said Charles Crawford, President, Pinnacle Estates. “A steady number of hot, dry days yielded an above-average percentage of perfect apples – all with high sweetness and high acidity – perfect for making Pinnacle Ice Cider. There is no doubt that 2002 is our best vintage to date. Furthermore, the timing couldn’t be better – with growing distribution networks in Canada and internationally, we look forward to an increasing number of consumers discovering and enjoying Pinnacle Ice Cider,” Mr. Crawford added.

