



News
For immediate release

Domaine Leduc-Piedimonte ice cider now available at the SAQ!

Rougemont, March 31, 2006 – Good news! **Domaine Leduc-Piedimonte’s ice cider, 2004 vintage**, is now on sale at the SAQ. Nearly 100 stores in the province (Abitibi-Témiscamingue, Outaouais, the Laurentians, Centre du Québec, the Québec City Region, Montérégie, Chaudière-Appalaches, the Eastern Townships, the Lower St. Lawrence, the Montreal Island, Laval, Lanaudière) are already selling the delicious cider to their customers. Thousands of enthusiasts are delighted, after having tasted the ice cider at shows promoting gastronomy and local specialities or traditionally made products.

Ice cider experts and fans are both surprised and pleased with the outstanding quality Domaine Leduc-Piedimonte has achieved with its first vintage and the warm welcome it has received on the ice cider market.

Domaine Leduc-Piedimonte ice cider, 2004 vintage, has a straw-gold colour and subtle aromas of orange peel, green apple, butter and honey. It is sweet but not syrupy; both fine and lively. The ice cider’s flavours of pink grapefruit confit are followed by a lingering taste that is both refreshing and slightly tart. Domaine Leduc-Piedimonte ice cider achieves a virtually perfect balance between sugar, alcohol and acidity.

The ice cider can be served with a variety of foods—as an aperitif with biscotti and paté or rillettes or with a first course of sautéed foie gras. It blends particularly well with fine cheeses such as black goat cheese and good cheddar that has aged for several years, creating a surprising mixture of flavours. It can of course accompany many desserts, including “tarte Tatin” (an upside-down apple pie). Finally, when diners retire to the living room to continue their conversations, guests will be delighted to enjoy Domaine Leduc-Piedimonte ice cider alone or with dark chocolate.

About Domaine Leduc-Piedimonte

Domaine Leduc-Piedimonte, owned by Robert McKeown and Andrée St-Denis, is a new Québec-based cider house located in Rougemont, in the heart of the apple orchards. The owners chose to name the cider house after their maternal grandmothers: Leduc is Andrée’s grandmother’s last name and Piedimonte is the last name of Robert’s grandmother. They wanted to emphasize the fact that it is a family-run business and to attach strong symbolic roots to the tradition they wish to preserve.

Robert has worked with an oenologist and an agronomist since his very first year of operation in order to perfect his knowledge and to have access to experienced guides while learning his new profession. The two owners immediately discovered a true passion for cider and they are very satisfied with their initial results and also very optimistic given their sincere hope that Domaine Leduc-Piedimonte ciders will become the reference among connoisseurs.

After several experiences with different types of apples, Robert and Andrée made their selection and the first harvest resulted in 600 bottles of dry cider, 2,300 bottles of sparkling cider (traditional method), 7,000 bottles of ice cider and 2,300 bottles of ice cider, private reserve. According to enthusiasts who have tasted the products at the cider house or at shows, the result is surprising for a first vintage and the products are quite simply exquisite and of the highest quality!

Technical information

The ice cider produced by the Domaine Leduc-Piedimonte is created using apples that are picked in late fall and kept outside in wooden crates that are covered to protect them from the rain or melting snow. Once temperatures regularly reach -10° Celsius, the apples are squeezed while still frozen (cryoextraction) and the concentrated juice is left to freeze outside in containers. With very cold temperatures (ideally -25° Celsius), it is then possible to extract a highly concentrated syrupy juice that, once fermented, produces a unique product that can only be created in the climate typically found in Québec.

Ice cider (2004)

Format: 375 ml

Alcohol: 10%

Price: \$24.55

Available in SAQ stores (Code #10472482)

Domaine Leduc-Piedimonte regularly participates in shows and fairs throughout the province in order to promote its products. It will be at the Festival de la gastronomie de Québec in Québec City on April 21, 22 and 23, 2006 and at the Mondial de la Bière on May 31, June 1, 2, 3 and 4, 2006 at Montréal's Windsor Station.

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Source

Domaine Leduc-Piedimonte

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Information

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