



Boisset Family Estates Announces Global Partnership with *La Face Cachée de la Pomme*

Becomes Exclusive U.S. Importer of Ultra-Premium *Neige* Ice Cider

SAUSALITO, CA October 13th, 2008 – Family-owned Boisset embarks on a new venture with its friends and partners at *La Face Cachée de la Pomme*, the pioneers of ice cider from Québec. The global partnership makes Boisset the exclusive U.S. importer of *Neige* ice cider (apple ice wine).

Neige, which means *snow* in French, is made from the pressed juice of apples, which is concentrated as it freezes during the cold Québec winters at *La Face Cachée de la Pomme*'s inspired boutique cidery in Hemmingford, Québec. Aged for over a year, *Neige* has fresh aromas of apples and vanilla and a crisp yet mellow flavor enhanced by delicate wood notes.

NEIGE: A TASTE OF QUÉBEC'S WINTER... AND WARMTH!

Driven by a passionate desire to create an authentic product of its time inspired by the bracing chill of the Québec winter, François Pouliot, a well-known film producer, participated in the development of the first ice cider (also referred to as apple ice wine) in 1994. A few vintages later, visual artist Stéphanie Beaudoin joined François, lending her vision, energy and unflagging attention to detail to the refinement of *Neige* ice cider. From New York City to Paris, Hong Kong, Los Angeles, and Las Vegas, this entrepreneurial couple's constant innovations have sparked a trend that has played a major part in making Québec renowned worldwide for its grand dessert wines.

Pouliot and Jean-Charles Boisset, President of Boisset Family Estates, were introduced more than five years ago and developed a friendship due to their shared passion for unique *terroir*-driven wines of exceptional quality and elegance. Today's partnership reflects the desire of both to expand the global presence of this unique dessert wine from Québec.

"Our friends at *La Face Cachée de la Pomme* are true pioneers, and we're delighted to join together with them," says Jean-Charles Boisset. "Inspired by their own local conditions and culture, they have put Québec on the map for exceptional ultra-premium dessert wine. We are excited to expand the presence of this unique product with our friends and partners in the U.S., Canada and the world, and to build a new category within ultra-premium dessert wines."



Neige has been available in the US since 2003, and is currently distributed in twenty-five US states, Canada, and select European markets. It can be found at prestigious, trend-setting restaurants and high-end independent wine retailers. *Neige* possesses tremendous versatility paired with the world's finest cheeses and a wide range of desserts, especially given the abundance of apple-based desserts. It's also excellent as a unique cocktail; *Neige* cocktail recipes can be found on the web at www.appleicewine.com.

“Stéphanie and I have been thrilled to bring ice cider from Québec to the world, and excited now to partner with Jean-Charles Boisset. We know we have found a partner with the vision, know-how, and international reach to help realize the tremendous potential of *Neige*,” says Pouliot.

PIONEERING METHODS:

La Face Cachée de la Pomme makes ice cider using two natural processes that they helped create – cryoconcentration and cryoextraction. *Neige* is the product of natural cryoconcentration. In late fall, very ripe apples are harvested and placed in fresh storage. Just before Christmas they are pressed. The freshly extracted juice is left outside at the mercy of temperature variations, violent winds, and bitter cold for nearly six weeks. Slowly, the water freezes and separates from the sugar, which is gravity harvested. In late January, the harvested must—a concentrate that represents barely one-fourth the initial amount of juice—begins six or seven months of cold fermentation. Up to 15 pounds of Macintosh and Spartan apples are required to produce one liter of liquid gold *Neige*.

EXCEPTIONAL ACCOLADES

In creating ice cider, *La Face Cachée de la Pomme* has remained stringently focused on a rigorous pursuit of quality. Critics from *The New York Times* to James Oliver Curry of *Playboy Magazine* to *Wine Enthusiast*, *Wine & Spirits*, and many others have recognized its incomparable nectar. Their apple ice wines have won dozens of gold medals and received recognition the world over. To learn more, please visit www.appleicewine.com

ABOUT BOISSET FAMILY ESTATES

Boisset Family Estates is an innovative, eco-minded, family-owned producer and importer of fine still and sparkling wines. With roots in Burgundy, France, Boisset is one of the world's leading producers of Pinot Noir and one of France's leading exporters of premium wines. Boisset is a pioneer in sustainable and organic farming, which it has now implemented at all of its estate vineyards from DeLoach Vineyards in California's Russian River Valley to its French estates that stretch from Burgundy's Côte d'Or to the Rhône Valley. Boisset has also pioneered innovative, eco-friendly packaging for wines that reduces the carbon footprint of wine packaging while delivering convenience, value and innovation to the consumer. To learn more, please visit www.boissetfamilyestates.com.

For more information on *La Face Cachée de la Pomme* and *Neige* Ice Cider in the US, please contact Kathleen Burns, Marketing Director, at 415.289.4500 or kathleen.burns@boisset.com. In Canada, please contact François Pouliot: fpouliot@appleicewine.com or 450.247.2899 x225.