

At the Summit

the e-zine of Summits Wayside Tavern



22 July, 2002

HOT News!

Pint Nights: Corona

Drink a pint of Corona on draft and keep the glass! 7-9 pm, while supplies last



Sandy Springs - Thu, July 25th
Snellville - Sat, July 27th
Cumming - Sat, July 27th
[more promos on the web!](#)

Team Trivia!!

When: Tuesday from 8 to 10 pm
Where: Sandy Springs location on Roswell Road

There will be prizes, good food, and great drinks, so don't miss a single week. See you there!

Trivia starts at **Snellville** on July 29, in **Cumming** on July 31, and **Friday** nights in **Sandy Springs** on August 2. Be sure to read all about this news in this issue!

Menu Spotlight

A crispy flour tortilla is filled with shredded chicken, Vidalia onions, and cheese. Hungry yet?

[see page 2!](#)

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A View from the Summit...

The Zen of the Staff Shirt

by Matt Simpson - President, Ale Atlanta

I'm looking at an old staff shirt I've just taken out of the drier. I've got a drawer full of old staff shirts. As a matter of fact, I've probably got two handled fashion bags full of more up in my attic. There's something about a staff shirt... not a company shirt, with the logo up on the left side of the chest...an honest-to-goodness staff shirt, with the word STAFF emblazoned somewhere on it.

I consider myself to be Joe Average, so I can't be the only one who has saved just about every staff shirt I've ever owned. I won't get rid of them...I refuse. You know why? They're remembrances. Each one reminds us of a past divergence... a simpler time. A time before mortgages, kids, deadlines and car notes. I look down in my drawer and see a cavity of photo albums, each one filled with pictures.

For instance, there was a time, right out of college, that work was impossible to find. Well, I had been lifting weights through college and figured I'd try my hand at bouncing. I picked one of the most notorious places on the Jersey shore... the Stone Pony in Asbury Park. That's where the likes of Bruce Springsteen and Bon Jovi got their start. There was always a line of motorcycles outside and the place smelled like a convergence of vomit and beer. But there was history there. You could feel it...in the atmosphere, in the posters on the walls... in the attitudes of the staff. I'll never forget approaching the promotions director (also the dj) with a dilemma. The staff shirts cost more money than I could afford, so I wondered if I might get my own Fruit-of-the-Loom 3-pack for him to "STAFFize" for me. He agreed, and silk-screened the bar logo over their built-in pockets. I still have those shirts, along with those I paid top dollar for at the official closing of the bar a few years ago. Because it's not just that story I remember when I look down into my drawer at those photo albums...it's all the stories...all the pictures. By the by, I think the Stone Pony's reopened again.

I also used to work on the boardwalk in Seaside Park (also on the Jersey... *(continued on page 2)*)



Try Something New!



Snellville

Drafts
Red Brick Summer
Petes Summer
Sam Adams Summer
Dogwood Summer
Harpoon Summer

Sandy Springs

Drafts
Sam Adams Summer
Bluebird Bitter
Grolsch
Dogwood Summer
Eku Pilsner

Cumming

Drafts
Bluebird Bitter
Grolsch
Red Tail Ale
Blue Heron
Sam Adams Spring Ale

Full list of new drafts at www.summits-online.com ▶

Visit us on the web at www.summits-online.com



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Find your Summits!

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summits-online.com/cumming/

The Zen of the Staff Shirt... (continued from page 1)

Shore) as a gaming barker. You know the folks; the ones who try to entice you into throwing your hard-earned money away on a game you've got little shot of success, in hopes of winning a small stuffed animal or coffee pot. Well, my boss owned several of these games all along this one stretch of boardwalk. And if you walked down the line of his stands on just the right day, besides hearing the chants of "Try the game! Try the game! One win's CHOICE!," you would see a range of staff shirt colors that could only be collectively distinguishable by the business logo on the chests. It's not because the owner had no policy for dress... on the contrary... his policy had been to change the color of the shirts every couple of seasons. And while he was a tough taskmaster, he was loyal and fair, so kids would go back to work for him year after year. And that long line of colored staff shirts (many quite faded) represented not only the longevity of his business, but the many pictures in the many albums that were those kids' memories.

Anybody who wears their staff shirts out in public knows that they receive attention. Maybe not always a stare or an entrée to conversation...but sometimes. And it's because those shirts (and jackets for that matter) convey a certain character about the person wearing them. They say "I've lived. I've done some pretty damn cool things in my life and unless you've got a shirt just like this, I'm in the club and you're not." But not in a demeaning or self-important way; in a way that says "I've earned this shirt... with sweat... with calluses... (and in the case of the Stone Pony) with blood."

I got laid off about 3 months ago... maybe I'll go find me a new staff shirt to remember 10 years from now.

Ed. Note: Each week, we'll bring you a column featuring a thought, a story, or even prose by your favorite people at Summits! So, don't miss a week- you'll miss a lot!

Team Trivia Expanding!

Mark your calendars! Team Trivia is expanding!

Sandy Springs: Currently every **Tuesday** from 8 pm to 10 pm
AND Beginning August 2nd, Every **Friday** from 10 to Midnight

Snellville: Beginning July 29 - Every **Monday** from 8 pm to 10 pm

Cumming: Beginning July 31 - Every **Wednesday** from 8 pm to 10 pm

Beer Spotlight of the Week



This week we shine on **Michelob Amber Bock**. Try one at your favorite Summits today!

Anheuser Busch (Saint Louis, MO)

Style: Bock

Rich amber-red hue. Medium-bodied. Mild bitterness. Aromas show moderate caramel, fruity, and dark malt character. Very clean and refreshing on the palate with rather subtle roasted malt flavors and a degree of fruitiness that carries through to the finish.

The Beverage Testing Institute's Buying Guide to Beer

Edited by Marc Dornan

Menu Spotlight

Our Chicken Quesadilla is the most popular. A crispy flour tortilla is filled with shredded chicken, Vidalia onions, and cheese. Served on the side are lettuce, tomato, sour cream and guacamole. You can't go wrong with the chicken quesadilla!

For a full look at our menu, click on www.summits-online.com and let your food adventure begin. Remember, we offer our full menu for "carry-out."

When is your Birthday?

We want to celebrate with you!

The next time you are visiting a Summits, simply give your server your name, address, and birthday so that we can send you a birthday card with a coupon for a free entrée! The coupon can be used anytime during the month of your birthday. Don't forget to sign your kids up too! Kids 16 and under get a free dessert on their birthday!



Industry News

Theft of single beer earns man 6-month jail term

NAHA -- A man caught stealing a single can of beer worth 167 yen and then forced to put it back on the supermarket shelf has been sentenced to serve six months in jail after being convicted by a court here.

The 37-year-old unemployed man of no fixed address was found guilty of attempted robbery by the Naha District Court and ordered to serve time behind bars because, upon being handed a theft conviction last year, he had promised Presiding Judge Yoshimitsu Chinen that he would never appear before him in court again.

“Even though the product was returned to the shelves and no actual damage incurred, if shoplifting is ignored then retailers will never be able to safely do business. Some people out there are

having a horrible time with life, yet you had no qualms whatsoever about stealing,” Chinen told the man as he handed down the verdict. Chinen continued, talking about the 8-month jail term he had handed the man in November last year following another conviction for shoplifting: “You promised me you would never appear before me in a court again, yet here you are. Having served your time, I never want to hear from another judge that you have again been brought before the courts.”

Court records showed the man had been drinking with friends on July 5, when they ran out of booze. He responded by going into a local supermarket and stealing a single can of beer. He was spotted, the beer returned to the shelves and the man handed over to the police.

www.moreover.com

Cooking With Beer

Peach Melba Sorbet

- 1 cup sparkling cider
- 1 cup sugar
- 1 cinnamon stick
- 1 1/2 cups fresh peach puree
- 1 1/2 cups fresh raspberries or seedless low sugar raspberry preserves
- 1 Tbsp lemon or lime juice

To make puree, peel about 3 ripe peaches, remove pits and mash, or puree in a blender until smooth. In a small saucepan combine cider, sugar, and cinnamon stick.

Simmer and stir until sugar is dissolved. Bring to a slow boil and cover for 1 min. Remove lid and continue to boil 4 mins.

Remove from heat and cool to room temperature. Add remaining ingredients and refrigerate until well-chilled.

Remove cinnamon stick, pour into an ice-cream maker, and proceed with factory directions for freezing.

Great American Beer Cookbook by Candy Schermerhorn



Calendar

Sandy Springs

- July 23 Team Trivia**
Tues. 8-10 pm
- July 25 Pint Night**
Corona
Thur. 7-9 while supplies last!
- July 30 Team Trivia**
Tues. 8-10 pm
- Aug 1 Pint Night**
Gordon Biersch
Thur. 7-9 while supplies last!
- Aug. 2 Team Trivia**
Fri. 10 pm to midnight

Snellville

- July 27 Pint Night**
Corona
Thur. 7-9 while supplies last!
- July 29 NEW! Team Trivia**
Mon. 8-10 pm
- Aug 3 Pint Night**
Gordon Biersch
Sat. 7-9 while supplies last!
- Aug. 5 NEW! Team Trivia**
Mon. 8-10 pm

Cumming

- July 27 Pint Night**
Corona
Sat. 7-9 while supplies last!
- July 31 NEW! Team Trivia**
Wed. 8-10 pm
- Aug 3 Pint Night**
Gordon Biersch
Sat. 7-9 while supplies last!
- Aug. 7 NEW! Team Trivia**
Wed. 8-10 pm

Go to summits-online.com for the latest promotions!

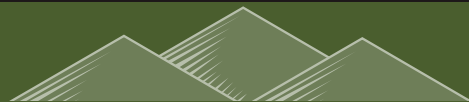
Golden Tee!

Amstel Light is the Golden Tee Golf sponsor for the month of July. The Golden Tee course for July is Kiwi Springs Back 9.

An Amstel Light T-shirt will be given to the person with the best golf each day, and a polo shirt to the winner for the best score of the week!

The Golden Tee game keeps track of the scores, so register with Golden Tee today! Good Luck!

And, drink an Amstel Light!



Did You Know ???

Louis Pasteur invented pasteurization, a word we're all familiar with even if we don't know what it means. Pasteur found that food decays swiftly due to living organisms within the food. Pasteurization is a process designed to preserve food by superheating it first, followed by flash-freezing. Pasteur refined his invention working with beer, superheating the beer and then flash-cooling it and bottling it. This killed off the active yeasts in the bottle, enabling the beer to stay fresh longer.

The Everything Beer Book - by Carlo DeVito

Drink Idea...

Rusty Nail

2 oz scotch

1 oz Drambuie

Fill a rocks glass with ice. Add the above ingredients and stir.

The Passport Club

Take a trip around the world! Drink 100 different draft beers from our extensive draft list and you'll receive a personalized 20 oz. dimpled mug from Summits Wayside Taverns® to continue your journey with.

Passport Club



It's easy and fun and we'll add you to our mailing list so you'll know about new beers when they arrive. There is a \$2.00 registration fee, but 100% of that is donated to Habitat for Humanity. Isn't that

reason enough to join? Besides, you get your very own personalized "Passport Club Card"!

The Passport Club works like this:

1. Tell your server you'd like to join the Passport Club.
2. Fill out the form found in the beer lists at your table.
3. Fork over the two bucks and order a draft.

That's it! Your server will provide your own draft menu on which we'll keep a record of your beer journey. Each time you stop in, just ask for your passport list.

Already got your mug? Try for Passport Club Tier III! This time you get to tour our bottled beers.

For more information about the adventure, go to our website: summits-online.com/passport.html

Quote of the Week

"The rolling English drunkard made the rolling English road."

- G.K. Chesterton (1874-1936)

Know someone who would enjoy this newsletter? Print it and drop it in the mail to them or forward via email!



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www.summits-online.com

Great Food

Great Drinks

Terrific Times