

# At the Summit

the e-zine of Summits Wayside Tavern



9 September, 2002

## HOT News!

### Pint Nights: Moosehead



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

**Sandy Springs** - Thu, September 12th

**Snellville** - Sat, September 14th

**Cumming** - Sat, September 14th  
*more promos on the web!*

### Wine Tasting - Next Week!

All 3 stores

Thurs, Sept 19 at 6 pm

## Team Trivia!

### Sandy Springs

Tuesday from 8 to 10 pm

Friday from 10 to midnight

### Snellville **NEW HOURS!**

Monday from 7:30 to 9:30 pm

### Cumming

Wednesday from 8 to 10 pm

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

## Menu Spotlight

Cheese, Cheese, and more Cheese! The 5-Cheese Grilled Cheese Sandwich is all about cheese! Think about smoke gouda, imported gruyere, provolone, cheddar, and imported swiss cheeses. All of these cheeses are layered on texas toast and topped with lettuce, tomato and onion.

For a full look at our menu, click on [summits-online.com](http://summits-online.com) and let your food adventure begin! Remember, we offer our full menu for "carry-out."



## A View from the Summit...

### "A Bit of Perspective"

by Jan Sherrer - Manager - Snellville

All of the managers at Summits have worked at more than one of our locations. Andy says that it gives us a better perspective and understanding of what is happening at more than "your store". I agree with him on that level, but all in all, it's fun to work at the other stores. I have had the honor and privilege of working extensively at all three Summit locations. All the stores have the same great food, an unbelievable draft and bottle beer selection, and the liquor choices aren't too bad either.

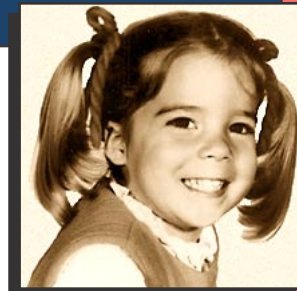
At the Roswell Road store, there is a distinct after work crowd. The customers come in to unwind and talk with their friends before heading home. There are the Parrot Heads that meet there every



other Thursday that take "Margaritaville" to a whole new level. There are the guys at the bar with their Hatcher Specials and the Big Dawg that is seen surprisingly less during the fall football season. And, a great deck that is used well into the winter months by the Friday night meetings of the nicest Pagans you'll ever know.

At the Snellville store, I look forward to great words of wisdom by Gar and Bruce. Since I've been back at this store for the last several months, it's been fun to see familiar faces again- like Cindi, Dave G., Bobby - the greatest car salesman that ever lived, and Eric "Shut it"- whatever that means. Here, you get to know the whole family. Like the Greens, all generations, every Saturday night for Pint Night. And the Hansels visit twice a week, I think just as much to check up on us as to drink the beer. It's fun to watch all of the children grow up; it makes you feel a part of their lives.

(...continued on page two)



## Try Something New!



### Snellville

Drafts  
Molings  
Warsteiner Konig Hefeweiss  
Rogue American Amber  
Rogue Golden Ale  
Rogue Honey Cream

### Sandy Springs

Drafts  
Warsteiner Konig Hefeweiss  
Swarzbier  
Harpoon Oktoberfest  
Rogue American Amber  
Molings

### Cumming

Drafts  
Hacker Pschorr Lager  
Molings  
Becks Oktoberfest  
Harpoon Oktoberfest  
Warsteiner Konig Hefeweiss

Full list of new drafts at [www.summits-online.com](http://www.summits-online.com) ▶

Visit us on the web at [www.summits-online.com](http://www.summits-online.com)



"At the Summit - the e-zine of Summits Wayside Tavern" is published weekly by Summits Wayside Tavern®, a restaurant chain in the southeastern US, headquartered in Snellville, Georgia serving quality food and beverages.

**Publisher:** Andy Klubock  
**Editor in Chief:** Jan Sherrer  
**Design:** Cindy Svec, Relevant Arts

"At the Summit" is free to anyone who subscribes to our mailing list at: [www.summits-online.com/maillist.html](http://www.summits-online.com/maillist.html)

Anyone wishing to be unsubscribed from the newsletter may do so via our website:

[www.summits-online.com/maillist.html](http://www.summits-online.com/maillist.html)

Articles, artwork, and other materials are copyrighted by their respective authors or by Summits Wayside Tavern®. All rights reserved.

## Find your Summits!

### Locations

#### Summits Wayside Tavern® - Sandy Springs

5830 Roswell Road  
Sandy Springs, GA 30328  
Phone: 404-257-0735  
Fax: 404-257-1298  
[summits-online.com/sandysprings/](http://summits-online.com/sandysprings/)

#### Summits Wayside Tavern® - Snellville

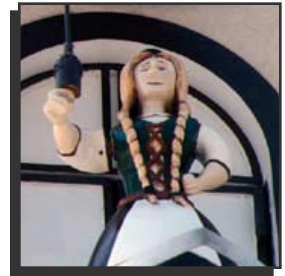
3334 Stone Mtn. Hwy. (Hwy 78)  
Snellville, GA 30078  
Phone: 770-736-1333  
Fax: 770-736-0041  
[summits-online.com/snellville/](http://summits-online.com/snellville/)

#### Summits Wayside Tavern® - Cumming

525 Lake Center Pkwy.  
Cumming, GA 30040-2752  
Phone: 770-886-4374  
Fax: 770-886-4376  
[summits-online.com/cumming/](http://summits-online.com/cumming/)

## "A Bit of Perspective" ... continued from page one

... At the Cumming store, there is a waiting list for the high chairs on Friday and Saturday night. The area is booming with young couples and families. This is the only store so far that has been built from the ground up, and it is beautiful. If you haven't done so already, ask for a tour of the keg room. With its impressive 224 beers on draft, you'll be amazed. On the hour and half hour, go and see the Glockenspiel, she is beautiful. I work at this store only about every six months now. And when I am there, I always hope to see Deluca with his Bud Light draft, Terry, Jo Jo, and all the others that love that store as much as we do. It's a good feeling to be welcomed back so easily by everyone when you've been gone.



The customers all ask me the same question, "which store do you like working at best?" This is going to sound like a scripted answer, but quite honestly, I don't have a favorite. Each store has its own personality and such unique customers that I look forward to working at all of them.

I have the unique opportunity to work as a server, waiting on customers at tables, and as a bartender. I have fun meeting new people and learning their habits. I enjoy

putting faces with people and their mugs, and learning about what the saying on their mugs mean. As you can imagine, there are some really crazy stuff on people's beer mugs.

If you are a creature of habit and haven't been to any of the other stores, then you should make a break from the ordinary. Go to another store, chances are, you'll see a friendly and familiar face behind the bar, maybe one that you haven't seen in a while!

*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!*

## Beer Spotlight of the Week

This week we shine on **Cantillon Kriek Lambic**. Try one at your favorite Summits today!

### Cantillon Kriek Lambic

**Region of Origin:** Brebant, Belgium

**Style:** Fruit Lambic

The driest cherry beer in the world in the Cantillon brewery's Kriek-Lambic. Newly harvested cherries are added in July or August to beer that is already 18 months to two years old, and the blend is bottled the following winter. About a quarter of the cherries used are the Schaarbeek variety grown in and around the Brussels neighborhood. The rest are from the well-known growing area of St. Truiden in Limburg, to the east of Brussels. The beer is long and complex, with a remarkable unfolding of flavors. It has a huge perfumy aroma, with some oily, almondy notes from the stones of the fruit. The palate is tart but well-balanced, intense, and winey, with a fresh, Cabernet-like fruitiness that also hints at raspberry. The finish has a tannic, cherry-skin dryness and some fino sherry, vinegarish notes.



**Great Beer Guide** by Michael Jackson

## Cooking With Beer

### Marti's Super-Moist Devil's Food Cake

1 package devil's food cake mix  
3 eggs  
1 1/4 cup beer  
1/2 cup oil

Combine cake mix, eggs, beer, and oil in a large bowl. With an electric mixer, beat at low speed until moistened. Turn beater to high and beat for 2 minutes. Divide batter into two 8- or 9- inch cake pans and bake according to manufacturer's specifications.

The beer makes the cake supermoist. Try a porter or stout to complement the cake.

The Everything Beer Book by Carlo DeVito



## Industry News

### The Guinness "Quick Pour"

Dismayed at the time it takes to pour a perfect pint of Guinness, the makers of the famous Irish stout have devised a faster way to pour the ale, hoping to attract younger customers. "A two-minute pour is not relevant to our customers today," said CEO Paul Walsh of Diageo UDV, Guinness's parent company.

With the new "Quick Pour" method, Guinness is poured into a glass without carbonation. The flat beer is then injected with an ultrasonic pulse that releases bubbles into the liquid. A white, foamy head appears in 15 to 25 seconds.

The older Guinness slogan, "Good Things Come to Those Who Wait," loses its relevance with the "Quick Pour," the newest in a line of "improvements" to Guinness that include Guinness Extra Cold and Guinness Draught in a Bottle. Diageo reports that sales of Guinness are down 1% globally, 4% in Ireland and flat in the UK.

Guinness isn't alone in wanting to serve customers more quickly. Carlsberg-Tetley, the UK's fourth-largest brewer, is experimenting with a tap that will pour a pint of lager in 14 seconds, 30% faster than current taps.

[allaboutbeer.com](http://allaboutbeer.com)

## Football Contest!

sponsored by Coors Light  
Sandy Springs, Cumming, Snellville

Starts Sunday Sept 8, 2002

Pick the winning Football teams

First place \$50 house cash

Ask your friendly server for full details



## Oktoberfest!

Every night is a different "Pint Night". Come out and join us, the festivities begin at 7 pm. Don't miss a night or you'll miss a glass! And the collection of beers is awesome!

For a full schedule of the promos, check the promo board at your local Summits or [visit our website](#).



## Calendar

### Sandy Springs

Sep. 10 **Team Trivia**

Tues. 8-10 pm

Sep. 12 **Pint Night**

Moosehead Pint Night

Thur. 7-9 while supplies last!

Sep. 13 **Team Trivia**

Fri. 8-10 pm

Sep. 17 **Team Trivia**

Tues. 8-10 pm

Sep. 19 **Pint Night/Wine Tasting**

**Wine Tasting 6 pm**

Belhaven Pint Night

Thur. 7-9 while supplies last!

### Snellville

Sep. 9 **Team Trivia**

Mon. 7:30 - 9:30 pm

Sep. 14 **Pint Night**

Moosehead Pint Night

Sat. 7-9 while supplies last!

Sep. 16 **Team Trivia**

Mon. 7:30 - 9:30 pm

Sep. 19 **Wine Tasting**

**Wine Tasting 6 pm**

Sep. 21 **Pint Night**

Belhaven Pint Night

Sat. 7-9 while supplies last!

### Cumming

Sep. 11 **Team Trivia**

Wed. 8-10 pm

Sep. 14 **Pint Night**

Moosehead Pint Night

Sat. 7-9 while supplies last!

Sep. 18 **Team Trivia**

Wed. 8-10 pm

Sep. 19 **Wine Tasting**

**Wine Tasting 6 pm**

Sep. 21 **Pint Night**

Belhaven Pint Night

Sat. 7-9 while supplies last!

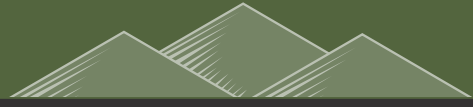
Go to [summits-online.com](http://summits-online.com) for the latest promotions!

## Golden Tee!

**Harpoon** is the Golden Tee Golf sponsor for the month of September. The Golden Tee course for September is Kiwi Springs Back 9.

A Harpoon 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 a Harpoon!



## Did You Know ???

### Heineken and the Baron

Lest you get any ideas that the beer business is a genteel one, consider the high-pressure sales tactics of Leo Van Munching, Sr., the original importer of Heineken. Dubbed "the Baron" by numerous Manhattan bartenders and bar owners, Van Munching was known for being a little fast and loose with the truth, especially when selling his favorite beer. Van Munching worked for the Holland American Cruise Line, as a steward. Taking much of his savings, he bought a large quantity of Heineken and brought it with him to America in the 1930s after the repeal of Prohibition. Heineken had not been able to penetrate the American market in the past and was willing to take a risk on Van Munching.

Van Munching was famous for his favorite gambit, known by some salesman (and con artists) as "day-and-night." Van Munching Sr. would go into a bar early in the morning and approach the bartender, doing everything necessary to sell his beer. Scream, shout, or laugh, he would goad the bartender to carry even the smallest amount of Heineken.

After closing the sale, he would return to the establishment very late in the evening, checking to see if the morning man was still on the job. If he wasn't, Van Munching would approach the bar and, posing as an unknown customer, ask what kind of beers were available. Of course, he would choose the fancy new import, Heineken. Pounding the bar with his fist and carrying on, he would insist to other customers that this beer was the best ever brewed, and if he could not convince them to buy one themselves, he would buy them one. In short, he would create a run on the beer. The next day he would show up and the bartender would be astonished and happy to see him to order more of this wonderful new brew.

**The Everything Beer Book** by Carlo DeVito

## Key Lime Pie

1 oz Liquor 43  
1 oz vodka  
splash lime juice  
splash cream

**Add all of the above ingredients to a mixing glass filled with ice. Shake and then strain into a shooter glass.  
Enjoy!**

## Gift Certificates!

Need a gift? Want to thank an employee for a job well done? Or maybe you're actually starting your holiday shopping early this year? ;-)

Summits Wayside Tavern sells gift certificates in \$25 and \$50 denominations. The gift certificates are available at any Summits Wayside Tavern location. Just ask your server!



## Quote of the Week

"When the beer is in the man, Is the wisdom in the can?"

- Old Dutch Saying

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



3334 Stone Mtn. Hwy. (Hwy 78)  
Snellville, GA 30078

[www.summits-online.com](http://www.summits-online.com)

*Great Food*

*Great Drinks*

*Terrific Times*