

At the Summit

the e-zine of Summits Wayside Tavern



5 January, 2004

PINT NIGHTS

New for 2004!!!

Weekly Pint Nights will be held Saturdays at all Locations.

Drink a pint and keep the glass! 7-9 pm (while supplies last!)

- 1/10 Rogue Chocolate Stout
- 1/17 Coors Light
- 1/24 Guinness
- 1/31 DAB
- 2/7 Beamish



Are you ready?

Where will you be on February 1st? It's Superbowl Sunday and you should be with us!

Join us at Summits Wayside Tavern for Superbowl Sunday! There will be a lot of good food, fun, and of course, your favorite beverages!

If you are planning an "at home" Superbowl party, pre-order your Summits chicken wings, chicken tenderloins, or any one of our many sandwiches and quesadillas. Call your favorite Summits early to place your orders.



A View from the Summit

"There's a Not-So New Kid in Town: The Beer Cellar"

Matt Simpson - Managing Editor - President, Ale Atlanta

Most of us were out of work. That's how we began; a loose collection of beer aficionados, all looking for a creative outlet in which to express our love for craft beer. It's with this passion and commitment to excellence in the craft brew industry that we have brought you **The Beer Cellar**.

As President of Ale Atlanta, I meet and converse with a good number of industry professionals, all of whom have dedicated their lives to the creation and distribution of world-class beer. While we appreciate and admire their contributions to the craft, it's not for them we write; it's you.

The creators of The Beer Cellar are average folk, with good palates and a penchant for flavor. Above all else, we adhere to the old adage "Life's too short to drink bad beer." And we know many of you feel the same, or you wouldn't be reading this right now.

Every issue, we try to cover the latest stories about the beer industry you may not have heard. And while our concentration may be on the Southeast, we never hold back a relevant story that may affect you, a beer lover. We even let you know what's currently on tap in your area and answer all your beer questions in our "Ask" (...continued on page 2)



Summit's Beer Offerings



Snellville

Frankenheim Alt
Coors Original
Dogwood Winter
Carolina Pumpkin
Rogue Yellow Snow
Anchor Christmas '03

Sandy Springs

Frankenheim Alt
Anchor Christmas '03
Dogwood Winter
Rogue Yellow Snow
Sam Adams Winter
Flying Dog K-9 Cruiser

Cumming

Frankenheim Alt
Anchor Christmas '03
Dogwood Winter
Sweetwater Festive
Sam Adams Winter
Leiny Dark

Visit us on the web at 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.

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"...The Beer Cellar"

(continued from page 1)

the Beer Geek" section.

Knowing it's you to whom we're catering, we hope for you to play an active role in our publication. Give us feedback; send us story ideas and photos. Hell, send us a complete story from your area. If you've got questions, letters, or story ideas, imagine how many other people would like to hear about them. Please send any photo submissions to Photos@thebeercellar.com, and stories to Editor@thebeercellar.com.

Also, keep in mind that TBC is trying to plug a void in this area of the country and we've got big shoes to fill. There may be larger and more comprehensive publications, but none will give you the focus we will. And none will present that focus in quite the same way, or in the same areas.

We hope you're informed and entertained enough to come back and maybe even pass the word of our arrival. We look forward to serving you.

Editor's 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

Flying Dog Road Dog Ale Denver, Colorado

This guy makes Tony Soprano look like a chump! The Road Dog Ale has all the characteristics of a hit man, deep, dark, and mysterious. The Road Dog is the first of the Steadman label collection and has been the subject of much debate. Recently winning the five-year "obscurity" suit over the printing of "Good Beer, No Shit", on its label this beer wears its stripes proudly.



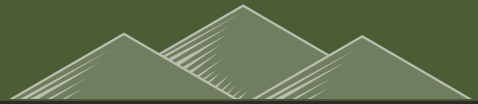
Brewed in the tradition of centuries old Scottish brewing methods, "Road" is reminiscent of a Porter. Road Dog is a rich, malty beer with hints of chocolate and licorice resulting from the use of four prized malts.

Original Gravity: 14.0 Plato

Specific Gravity: 1.056

Alcohol by Volume: 5.5%

http://www.flyingdogales.com/02_litter_brews/litter_roaddog.html



Beer Recipe

IPA Marinated Shrimp

Ingredients:

- 1 1/2 cups Samuel Adams IPA
- 1/2 teaspoon dry mustard
- 2 stalks celery
- 1/2 teaspoon white pepper
- 1 cup chopped onions
- 2 lbs. Shrimp, peeled and deveined

Instructions:

Combine all ingredients except shrimp in a saucepan and bring to a boil. Add shrimp to pot and cook for 3-5 minutes, or until they turn pink.

Place shrimp in a bowl; pour cooking liquid over them; refrigerate overnight or for at least 3 hours.

http://www.samadams.com/beer/recipes/marinated_shrimp.html



Did You Know?

Many years ago in England, pub frequenters had a whistle baked into the rim or handle of their ceramic cups. When they needed a refill, they used the whistle to get some service. "Wet your whistle", is the phrase inspired by this practice.

http://www.geocities.com/good_clean_fun_2/beertriv.htm

Beer Origin: Legend has it that Gambrinus, god of beer, challenged the devil to produce a "wine without grapes." The historical origin of the concoction we know today can be found in 12th-century Belgium, although the Egyptians had already created fermented-grain beverages well before then.

<http://www.florida.co.cr/english/trivia.htm>

Industry News

Royal 'endorsement' sends cider sales rocketing

The royals well-documented love of cider has given the drink a hip new image and sent sales soaring.

Waitrose supermarket says it has seen demand for the once unfashionable drink grow by 22.8% in the past four weeks, while sales of traditional English ciders from small producers had leapt by as much as 35%.

And it has claimed Prince William's Midas touch was responsible for the boom. "Prince William has given cider a brand new young and sophisticated image," said Waitrose spokesman Christian Cull.

"Customers are saying: 'If it's good enough for him, I must try it to see what I'm missing'. "Until recently, cider was seen by many to be an old traditionalist's drink, forever associated with pubs and farms in the West Country. "But Prince William has turned that image upside down."

Prince William has become Britain's most famous cider drinker over the past year, proclaiming his preference for the apple-based alcohol in interviews and at royal engagements.

The drink was given another ringing endorsement last month when the Prince of Wales, visiting a Cambridgeshire pub, tasted a cider and remarked that it would suit his eldest son very well. And as a 21st birthday present, William had a cider apple named after him.

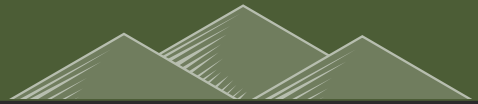
http://www.ananova.com/news/story/sm_849124.html?menu=news.quirkies

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!





Food Spotlight

Mounds and Mounds!

Try our new Onion Rings! We cut the onions and hand-batter them ourselves. They are amazingly great! The "Hill" for the smaller appetite, and the "Mountain" for the hungry come with 2 different homemade sauces. The onion rings are finger-licking good!

For a full look at our menu, click on www.summits-online.com and let your food adventure begin.



Drink Spotlight

A Ride in a Bumpy Lowrider

Ingredients:

- 1.0 shot Melon liqueur
- 1.0 shot Tequila
- 1.0 shot Vodka

Directions:

Mix equal parts OJ and Sour. Add Grenadine to make the drink a "rusty" orange. Shake, pour over ice. A favorite of St. Louis car clubs...

<http://www.idrink.com/indexnew.htm>

Quote of the Week

"Not all chemicals are bad. Without chemicals such as hydrogen and oxygen, for example, there would be no way to make water, a vital ingredient in beer." - Dave Barry

Your Weekly Summits Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jan 4	5	6	7	8	9	7-9p 10 Rogue Ch. Stout
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p		C Karaoke 10p SN Trivia 10p SS Trivia 10p	SS Trivia 9p
11	12	13	14	15	16	7-9p 17 Coors Lite
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p		C Karaoke 10p SN Trivia 10p SS Trivia 10p	SS Trivia 9p
18	19	20	21	22	23	7-9p 24 Guinness
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p		C Karaoke 10p SN Trivia 10p SS Trivia 10p	SS Trivia 9p
25	26	27	28	29	31	7-9p 31 DAB
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p		C Karaoke 10p SN Trivia 10p SS Trivia 10p	SS Trivia 9p