

At the Summit

the e-zine of Summits Wayside Tavern



17 May, 2004

PINT NIGHTS

Weekly Pint Nights are held on Saturday Nights at all Locations.

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

- 5/21 Miller Lite
- 5/22 Hoegaarden
- 5/29 Sweetwater 420
- 6/5 Mike's Hard Lime
- 6/12 Pilsner Urquel
- 6/19 LaBatt's
- 6/26 Coors

Help Goodwill!

The Summits Annual Book Drive is back! Bring your gently used books to any of our locations to donate to Goodwill. It's time to clean up those shelves and closets. A bit of spring cleaning will benefit you and Goodwill!



The Race Team

Join us for the Peachtree Roadrace! Sign up to ride with us on July 4th. Don't worry about parking, let us drive you to the start of the P'tree Race. Price includes breakfast, t-shirt, and transportation to the race. Your price for the trip depends upon your Passport Tier level! Ask your friendly server for details.

A View from the Summit

"I've never seen anything like it..."

Christian Thomas - Snellville

To some, golf is a religion. Some worship and praise it while others shun and shy away from it. If golf really was a religion then heaven would have to be the Augusta National Golf Course. I'm no true golfer by any means, but I like to go out and have a good time none the less. The day was Tuesday April 6th. I awoke late, and with a frantic jump searched for my cell phone. OH NO! Van had already called me twice. I call him back and he's not quite at the meeting place, so I threw on some ripped up khaki's and a polo shirt, brushed my teeth, and threw on some deodorant. Needless to say I didn't think of any suntan lotion. I'm a very pale individual unfortunately, and don't hold a tan worth a heck. I go from red to pale again. It's truly sad.

I meet up with Van finally and he'd only been there a few minutes. Sweet. We both decided to drive down there and we sped the whole way. Van drives a little fast. We arrive in Augusta around mid afternoon, a short drive off I-20 and we were parking in someones front yard and paying \$10 a piece. I've never seen anything like it before in my life. Everyone that lived on the road that ran on the backside of the course basically turned their yards into parking lots. A short walk further and we were inside and stepping on to the 5th fairway.

I've played a nice course maybe once in my life, but oh my goodness this was amazing. Upon stepping onto the fairway to cross I had the urge to take off my shoes and socks and walk around in it all day barefoot. The rough was so green, thick, soft. While the fairway was neatly trimmed and a lush lime green color. The greens were fast, trimmed to a T, and bumpy. The Azaleas were just beginning to bloom with their reds, whites, and pinks. Then it happed - I saw my first pro there.

It was Craig Stadler. Little pudgy hit his shot up the fairway just in front of us up onto the green. After watching him tee off on the next hole we walked around some more. We Saw Charles Howell III, and then ran into the great one in golf Arnold Palmer. It has to be the biggest live sports

(...continued on page 2)



Summit's Beer Offerings



Snellville

Anchor Summer
Sierra Nevada Summer
Dogwood Summer
RedHook Sum. Blonde
Sam Adams White
Anchor Liberty Ale

Sandy Springs

Anchor Summer
Sierra Nevada Summer
Dogwood Spring
Sam Adams White
Fullers London Pride
RedHook Nut Brown

Cumming

Anchor Summer
RedHook SunRye Ale
Dogwood Summer
Sam Adams Summer
Terrapin Extr. Cream Ale
Weinstephaner Lager

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, head-quartered 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:

summits-online.com/maillist.html

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

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/

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/

Summits Wayside Tavern® - Cumming

525 Lake Center Pkwy.
Cumming, GA 30040-2752
Phone: 770-886-4374
Fax: 770-886-4376

summits-online.com/cumming/

"I've never seen anything like it..." (conti. from page 1)

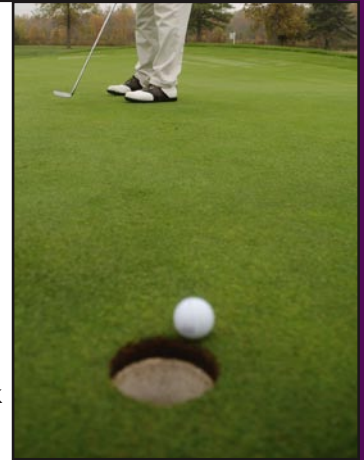
moment in my lifetime. We watched him hit a fairway shot or 2 and walked up to the clubhouse area.

Here is where all the action is. Everyone is all dressed up at tables under umbrellas, with a few guys here and there with green jackets on. This is also where the first and last tees are, along with the practice putting green. Then the Bear crossed in front of us followed by two first timers and another tour pro. They walked right over to the first tee so we rushed over and tried to get as close as possible. After a few jokes and some talking with the crowd, they all tee off.

Jack put them all to shame by out driving them and placing it directly in the fairway. Putting on 18 we saw Ernie Els sink a few long ones. He would later on lose by one stroke on the final day to the man who had never won a major tournament, Phil Mickelson. It was getting a little hot so we grabbed 2 beers and began to walk up the back nine. We caught big John Daly stroking the ball up the fairway, and hit a nice approach shot of his group onto the green. Next we grabbed a sandwich, chips, and another beer and hurried to catch up with Vijay Singh. We followed him for a good 3 or 4 holes.

At the 16th hole we copped a squat on the bleachers to watch some of the action. From here we could see the green and some of the 15th hole fairway and the 16th. The 16th is a par 3 hole where you hit out over a medium sized pond onto the green. As anyone approached they would hit a normal tee shot and then would walk over to the water and drop 3 or 4 balls onto the shore to skip them off the water onto the green on the other side. Very cool. After a short walk, we were back at the 6th hole and it was time for me to go. Van was staying a little longer, but I had tickets to the opening day at the Braves game. That's another story entirely.

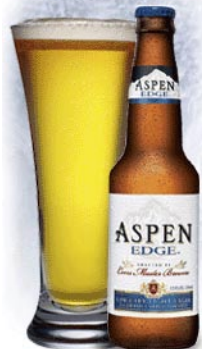
After parting, and peeing I had to stop and get a souvenir besides my beer cup. I decided on a sleeve of 3 Titleist balls with the masters logo. It was perfect because my roommate is a big golfer and is trying to start a collection of balls from courses all over. I think it's his favorite - beating out his Pebble Beach one. I had a great time and hope to go again real soon, and highly recommend anyone to go if you have a chance.



Editor's Note: Each week, we'll bring you a column featuring a thought, story, or even prose by your favorite people at Summits! And don't forget, you too can be published! Contact snellville@summitsonline.com for details!

Beer Spotlight

Aspen Edge



A low carb light lager crafted by Coors Master Brewers, using a unique blend of caramel and pale malts for perfectly balanced flavor. Introduced in 2004, Aspen Edge(tm) is a super-premium lager with 2.6 grams carbohydrates, 94 calories and 4.13% alcohol by volume per 12-oz. serving. "So good, it doesn't even know it's low-carb."

<http://www.coors.com/brews/aspenedge.asp>

Cooking With Beer!

Damper Beer Bread

Ingredients

- 225g/8oz wholemeal flour
- 275g/10oz self-raising flour plus 1 tbsp for dusting
- 1 tsp salt
- 45g/1 1/2oz butter
- 175ml/6fl oz light ale or bitter
- 175ml/6fl oz milk
- 225g/8oz mature Cheddar or gruyère, coarsely grated
- 4 spring onions, trimmed and thinly sliced
- cayenne pepper

Method

1. Sift the flours and salt together in a bowl. Rub in the butter until the mixture looks like fine breadcrumbs.
2. Make a well in the centre, add the beer and milk and gradually mix together to make a soft dough.
3. Turn out on to a clean surface and knead briefly until smooth. Shape into a 25cm/10in round and place in the centre of a large, double-thickness sheet of oiled extra-thick foil.
4. Score the top of the bread in a criss-cross pattern and

sprinkle with 1 tbsp of flour. Bring the edges of the foil together loosely to seal.

5. Place the foil parcel on to the barbecue rack and cook over medium-hot coals for 10 minutes on each side.

6. Open the foil parcel and fold back the edges. Sprinkle the top of the loaf with the cheese, spring onions and cayenne pepper and leave for another 5 minutes until the cheese has melted. Remove from the foil and serve cut into thick wedges.



Industry News: Soon you can raise a toast to low carbs!

NEW YORK - Wine and spirits company Brown-Forman (BFB) has a new vintage: low-carb.

Next week, at the chic Mandarin Oriental hotel here, the company will unveil One.6 Chardonnay and One.9 Merlot, brands named for the grams of carbs per five-ounce serving. The \$9.99 wines, with about half the carbs of regular wines, are aimed not at wine connoisseurs but at the estimated 59 million Americans counting carbs.

The wines will be on store shelves by Memorial Day. Louisville-based B-F started taking orders last week and already has sold 125,000 cases to retailers, including Costco and Wal-Mart. A wine launch would be seen as a hit if it sold just 400,000 cases its first year, according to wine and spirits tracker Impact.

A big factor in the decision to launch the brands was the huge success of low-carb beers, led by Anheuser-Busch's Michelob Ultra in 2002. "Ultra changed the paradigm but not just in the beer industry. It fueled the whole low-carb phenomenon," says Benj Steinman, editor of Beer Marketer's Insights.

The wines are part of a continuing stampede of food and beverage makers to cash in on what's already an estimated \$39 billion market in low-carb products.

Just this week, for example, Heinz One Carb ketchup hit stores. It has one gram per serving vs. four for the tradi-

tional variety. "It's one of those no-brainers. When there are other (brands) doing exceptionally well, wine should be participating as strongly," says Andrew Varga, global brand director at Brown-Forman Wines. B-F, perhaps best known for Jack Daniel's whiskey.

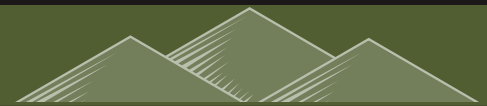
The low-carb idea was hatched before last fall's harvest. Winemaker Cara Morrison crafted the wines by choosing the right varietals and "fermenting them as dry as you can" to cut the sugar, Varga says.

The wines - a 2002 Merlot and 2003 Chardonnay - still have a typical alcohol content of 14.5% by volume. They'll be backed by a \$5 million ad campaign built on the idea that the only thing drinkers are missing is carbs. The message: "Life is full of compromises. This isn't one of them."

The marketing plan is "brilliant," says food and beverage expert Phil Lempert. The "Supermarket Guru" believes the low-carb craze is already waning but that this brand could outlive it.

"They are not focusing on low-carb but instead on the number," he says. "This is simple and smart. It's very smart to name your product with a number so people instantly get it."

http://www.usatoday.com/money/industries/food/2004-05-10-lowcarb-wine_x.htm



The Pocono Mountains

The Pocono Mountains of Northeastern Pennsylvania, USA offer 2,400 square miles of wooded peaks and valleys with numerous sparkling lakes, rushing rivers, and some of the loveliest waterfalls in the east. In the midst of such natural beauty are literally hundreds of attractions and places to stay, making the Pocono Mountains the perfect place to vacation year-round. The Pocono Mountains region encompasses four separate counties: Carbon, Monroe, Pike and Wayne. Each has its own special appeal.



http://www.800poconos.com/cyber_tour.html

Spotlight on Food

Provolone Cheese Sticks!

We are now offering fried cheese sticks as an appetizer. They are served with a side of marinara sauce and are delicious! Try some today!

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

Did You Know?

The little-used term "cerevisiological" means "of or pertaining to the study of beer".

SOURCE: Pete's

If you're a homebrewer looking for a fancy name for yourself, try "braxator" - Latin for "brewmaster".

SOURCE: Pete's Wicked

<http://www.brewreview.com/brewreview/marginalia/trivia.asp>

Quote of the Week

"Beer: Helping ugly people have sex since 1862!" --Anon

Your Weekly Summits Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
16	17	18	19	20	21	7-9p 22
					Miller's Pint!	Hoegaarden
					C Karaoke 10p	
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p double!		SN Trivia 10p SS Trivia 10p	SS Trivia 9p
23	24	25	26	27	28	7-9p 29
						Sweetwater 420
					C Karaoke 10p	
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p double!		SN Trivia 10p SS Trivia 10p	SS Trivia 9p
30	31	June 1	2	3	4	7-9p 5
						Mike's Hard Lime
					C Karaoke 10p	
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p double!		SN Trivia 10p SS Trivia 10p	SS Trivia 9p
6	7	8	9	10	11	7-9p 12
						Pilsner Urquel
					C Karaoke 10p	
	SN Trivia 7:30p	SS Trivia 8p	C Trivia 8p double!		SN Trivia 10p SS Trivia 10p	SS Trivia 9p