

At the Summit

the e-zine of Summits Wayside Tavern



8 November, 2004

PINT NIGHTS

Pint Nights are held on the days below from 7-9 pm at all locations. Drink a pint and keep the glass! (while supplies last!)

- 11/12 Sam Smith Winter
- 11/13 Sierra Nevada
- 11/20 PBR
- 11/25 Thanksgiving (Closed)
- 11/27 Kirin
- 12/04 Terrapin Rye
- 12/11 Sweet Georgia Brwn
- 12/18 Fischer LaBelle
- 12/25 Xmas - (Closed)

Beer School!

Summits is excited to announce the arrival of Brooklyn Brewing Co to Atlanta! To share our excitement our next Beer Tasting is going to feature six of Brooklyn Brewing's finest offerings!

The cost is \$15 for non-Passport Club members and \$10 for Passport Club members. Sign up right away as space is very limited and the seats sell out quickly. The dates for Brooklyn Beer Tasting are as follows:

- Snellville - 11/8 - 6:30 pm**
- Sandy Springs - 11/9 - 7 pm**
- Cumming - 11/10 - 7 pm**



A View from the Summit

"2004 Winterhook"

Jonathan D. Sims - Eagle Rock Distributing Co.

2004 Winterhook is a complex roasty blend of two noble malt varieties: Caramel 50/60 from England and Munich malt. The hop varieties are Northern Brewer and Cascade and 2004 Winterhook is dry hopped with Cascade hops for intense aroma.

Since the first Winterhook brew in 1985, Redhook has annually offered unique recipes to welcome you in from the cold. With its deep chestnut color and rich flavor, Winterhook is the perfect complement to the season's hearty foods and cool temperatures. Let the beer warm up a minute in the glass to show off its vinous character, then sip and savor.

Alcohol/Weight %	4.67	Calories per 12 oz	190
Alcohol/Volume %	5.98	IBU	45
Original Gravity	14.19	Color (SRM)	34.1



Summit's Beer Offerings



Snellville

- Dogwood Winter
- Sam Adams Choc. Bock
- Brooklyn Saison
- Gulden Draak
- Wittekerke
- RedHook Winter
- Sam Adams Winter
- Anchor Old Foghorn

Sandy Springs

- Corsendonk Christmas
- Sweetwater Festive
- Brooklyn Brown
- de Konick
- Sam Adams Choc. Bock
- Wittekerke
- Anchor Old Foghorn
- Sierra Nev. Celebration

Cumming

- Brooklyn IPA
- Brooklyn Brown
- Brooklyn Chocolate Stout
- Brooklyn Lager
- Brooklyn Pilsner
- Sweetwater Festive
- Ter. Big Hoppy Monster
- Sierra Nev. Celebration

ROGUE 15!!!! See you at the Summit!

It's that time again! The 15th of the month Rogue Promotion will take place Monday, November 15, 2004 at all three Summits Wayside Tavern locations.

This month the featured beer is "Rogue Fresh Hopped Ale". This beer is made using over 300 pounds of fresh hops

from the Willamette Valley Hop Fields not far from the brewery.

Fresh Hopped Ale will be available from 11:00 am until the kegs runs dry! While supplies last only! Don't miss this new beer from Rogue Ales that will be sold only on Monday, November 15, 2004!

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

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"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.

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summits-online.com/cumming/

Where in the World Are YOU?

Have a photo of yourself in Summits' Gear? Wanna share and earn some Condors?? Email Jan: snellville@summitsonline.com



Beer Spotlight : Genesis Ale

Hebrew- The Chosen Beer

Genesis Ale

Our First Creation

Crisp, smooth and perfectly balanced between a west coast style pale and amber ale, with a supple malt sweetness and a pronounced hop flourish.

Malts: 2-row, Caramel 40L, Dark Crystal, Munich, Wheat

Hops: Warrior, Northern Brewer, Willamette

"4 Stars...This lovely ale deserves a wide interdenominational audience." - San Diego Union-Tribune

"our favorite" - The New York Times

<http://www.shmaltz.com>



Cooking With Beer

Chicken With Mexican Beer Recipe

Ingredients

- 1 1/2 lb chicken pieces
- 2 green peppers cut in thin slices
- 1 medium onion cut in thin slices
- 1 minced clove of garlic
- 1 large chooped tomato
- 2 tbsp oil
- 1 can of beer
- 1 salt & pepper

Directions

Heat the oil in a saucepan. Sprinkle salt and pepper on the chicken, place in the oil and fry every pice of chicken on each side until lightly browned, remove tne chicken and set aside. In the same oil fry onions, green peppers, tomatoe and garlic for about 2-5 minutes. Add the chicken and the beer, bring to boil, reduce the heat and let it cook till the chicken is done and the beer is almost absorbed. Do not let it dry. Serve with a side dish of rice.



<http://www.recipe-ideas.co.uk/recipes-6/Chicken%20With%20Mexican%20Beer.htm>

Industry News

3D ads to put virtual beers on bars

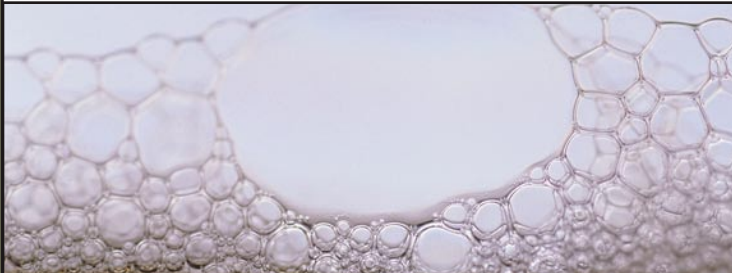
Three-dimensional foaming glasses of beer could soon leap out of TV screens and on to bars, to try to tempt customers into buying drinks.

The system, from X3D Technologies in New York City, allows the virtual drinks to jump up to a metre in front of the screen. They can be viewed with the naked eye from anything up to a 120 degree angle.

"People stand in their tracks, they are stunned by what they see," claims Myles Owens, chief executive officer of X3D. The first 3D alcoholic drinks advertisements were shown at the International Nightclub, Bar Beverage and Food Convention in Las Vegas earlier in March.

Until recently 3D displays that can be viewed without special goggles have been used to enhance high-end laptop computers and television sets, mainly in Japan. But now X3D Technologies is marketing its product to advertisers in Europe and the US as a new way to tantalise customers.

<http://www.newscientist.com/news/news.jsp?id=ns99994807>



Rewards to GO!

This is a program designed to reward our loyal customers for their Call In and To Go business. Membership to the program is FREE! Each time a member of the REWARDS TO GO program places an order for Take Out the dollars spent are translated into points. These points accumulate and are converted to Condors. For every \$1 you spend on take out food or retail items you earn 1 point.

Once you accumulate 200 points you will earn \$20.00 in Condors.. our own special kind of personalized house cash. There will be bonus days where you will earn Double Points! Every Wednesday will be double point day! Ask your server for details! We appreciate your business and this is one of the ways that we say "Thank You".



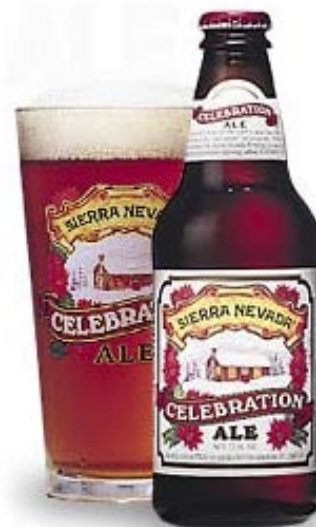
The Beer Connoisseur

Sierra Nevada Celebration Ale

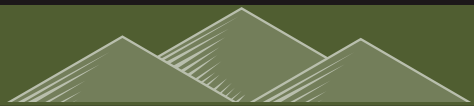
The long, cold nights of winter are a little brighter with Celebration Ale. Wonderfully robust and rich, Celebration Ale is dry-hopped for a lively, intense aroma. Brewed especially for the holidays, it is perfect for a festive gathering or for a quiet evening at home.

"...best beer ever made in America."

- Stan Sessor, San Francisco Chronicle



<http://www.sierra-nevada.com/beers/celebrationale.html>



Did you know?

What is a Black & Tan?

The answer depends on who you ask. The all-Guinness Black & Tan is Harp's Lager and Guinness. (Harp's is brewed by Guinness at Dundalk). Many consider the classic Black & Tan to be Bass Pale Ale and Guinness. (To some Irish, they appreciate the fact that the Irish comes out on top!) However, Bass Ale is not as available in Ireland as it used to be, and either Harp or Smithwicks is generally used. However, there are many variations involving a stout or porter and another lighter coloured beer, either lager or ale.

What is a Half-and-Half?

A half-and-half is often just another name for a Black & Tan. However, in many North American Irish pubs, the Bass/Guinness combination is called a Black & Tan, while the Harp/Guinness combination is called a Half-and-Half.

<http://www.ivo.se/guinness/bnt.html>

Spotlight on Food

How about a healthy tuna sandwich? Try our marinated and grilled to perfection tuna filet topped with lettuce, tomato, and onion. It's served with our own wasabi mayo on a freshly baked egg roll. Fries are served on the side, for a healthy balance!

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



Quote of the Week

*"A bar is better than a newspaper for public discussion."
-Jim Parker, on the importance of a healthy pub culture*

Your Weekly Summits Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7	8 Tasting - 6:30 p Snellville SN Trivia 7:30p	9 Tasting - 7 p Sandy Springs SS Trivia 8p	10 Tasting - 7 p Cumming C Trivia 8p double!	11	12 Sam Smith C Karaoke 10p SN Trivia 10p SS Trivia 10p	7-9p 13 Sierra Nevada SS Trivia 9p
14	15 ROGUE 15! SN Trivia 7:30p	16 SS Trivia 8p	17 C Trivia 8p double!	18	19 C Karaoke 10p SN Trivia 10p SS Trivia 10p	7-9p 20 PBR SS Trivia 9p
21	22 SN Trivia 7:30p	23 SS Trivia 8p	24 C Trivia 8p double!	25 Closed for Thanksgiving	26 C Karaoke 10p SN Trivia 10p SS Trivia 10p	7-9p 27 Kirin SS Trivia 9p
28	29 SN Trivia 7:30p	30 SS Trivia 8p	Dec. 1 C Trivia 8p double!	2	3 C Karaoke 10p SN Trivia 10p SS Trivia 10p	7-9p 4 Terrapin Rye SS Trivia 9p