

At the Summit

the e-zine of Summits Wayside Tavern



February 26, 2008

Pint Nights

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

03/01 Highland
03/08 Rogue Pint Night
03/15 Bud Select

See online calendar for details!

Happy 15th B'Day!

Nelson Sechrist, esteemed member of the Snellville Beer Society and long time friend and patron of Summits Snellville, will celebrate his 15th birthday this week! Hmmm, sound fishy? Nelson was born on February 29th! (We'll make you do the math to calculate the year) :)

Let's help Nelson celebrate his 15th birthday! Happy Birthday Nelson!

New Beers!

Snellville

Rodenbach
Lagunitas Hairy Eyeball
Sierra Nevada ESB
Gaffel
Gosser
Rogue Brewer
Rogue Mogul Madness
Lion Stout

Cumming

La Chouffe N'Ice
Gosser
Gaffel
Victory Old Horizontal
Sweetwater Happy Ending
Rodenbach
Lion Stout
Rogue Kells Irish Lager
Rogue Haf a Weizen

At the Summit...

Micro Brewers Faced With Hops Shortage to Raise Beer Prices

Alter Recipes Saturday, October 27, 2007.

Although this article was originally published a few months ago its relevance to beer drinkers lingers. We thought you may find this interesting!

Connoisseurs could be in for a surprise this year, and they may not be alone.

Small brewers from Australia to Oregon face the daunting prospect of tweaking their recipes or experimenting less with new brews thanks to a worldwide shortage of one key beer ingredient and rising prices for others.

Oh, and one other thing: Beer prices are likely to climb. How high is anybody's guess. Craft brewers don't have the means to hedge against rising prices, like their industrial rivals.

"I'm guessing, at a minimum, at least a 10 percent jump in beer prices for the average consumer before the end of the year," said Terry Butler, brewmaster at central Washington's Snipes Mountain.

Now the bright spot in the brewing industry is facing mounting costs on nearly every front. Fuel, aluminum and glass prices have been going up quickly over a period of several years. Barley and wheat prices have skyrocketed as more farmers plant corn to meet increasing demand for ethanol, while others plant feed crops to replace acres lost to corn.

A decade-long oversupply of hops that had forced farmers to abandon the crop is finally gone and harvests were down this year. In the United States, where one-fourth of the world's hops are grown, acreage fell 30 percent between 1995 and 2006.

Australia endured its worst drought on record. Hail storms across Europe damaged crops. Extreme heat in the western United States hurt both yields and quality.

Big brewers can hedge against rising prices for raw ingredients and can negotiate better, longer-term contracts for ingredients, while smaller brewers generally are left with whatever is left.

Snipes Mountain saw its barley malt prices grow between 10-15 percent this year, and paid \$12.35 per pound for Cascade hops, far beyond the \$5.60 per pound allotted last year.

Those rising prices and, in some cases, shortages, may force Butler to rethink his lineup of 13 beers in the months ahead. He'll also be tinkering with a Hefeweizen recipe that relies on Saaz hops, a mild variety popular with Bohemian pilsners, after severe weather in Europe dinged as much as 40 percent of the crop.

(...continued on page 2)



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: Jennifer S. Fackenthall

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® - 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/

At the Summit...

"Palate-wise, it may change the flavor a little bit, but only a little bit," he said.

Brewers at Tommyknocker Brewery in Idaho Springs, Colo., already have been doing some tinkering of their own. Last year, a slim supply of bittering Hallertau hops forced them to substitute the Mount Hood variety, slightly altering their three lagers: Alpine Glacier Lager, Butt Head Bock and Ornerly Amber Lager.

The brewery contracted for hops a year in advance, allowing it to switch back again this year, lead brewer Eric Rode said. But recipe tweaking is becoming more common, and it's likely to continue, he said.

Those contracts also enabled Tommyknocker to hold the line on prices, with only a 50-cent increase per case wholesale, largely due to rising glass prices. The numbers could be much bigger when spiking costs of raw ingredients are factored in next year, he said.

So far, price increases have been pretty modest — less than a dollar a 12-pack at retail, said Harry Schuhmacher, editor of the online trade publication Beer Business Daily.

"Brewers are trying to take pricing up, but it's hard when beer is pretty sensitive to pricing per volume. And when drinkers are leaving beer to go to wine and spirits," he said.

On the other hand, smaller brewers have more pricing power than the big guys do.

"They're able to increase pricing more without losing drinkers," he said.

Big Sky Brewing Co. in Missoula, Mont., which distributes in 16 states, has increased the price of its Big Sky IPA by \$1 a six-pack because barley prices doubled. The beer makes up only about 6 percent of the company's line, led by the popular brown ale, Moose Drool.

Going forward, Big Sky will see what the big breweries do before making changes to pricing, brewmaster Matt Long said.

"Many of the craft brewers don't do that. They continue to have six packs on sale half the time, and I don't know how they can continue to operate that way," he said. "The trend is going to be toward \$10 six packs."

But Long also said he doesn't think that trend will last long.

"Maybe the pendulum will swing back," he said. "It might not happen for the 2008 crop, but maybe at some point, it'll come back halfway, which would be nice."

It may be too soon to say if, or how high, prices might go up, said Paul Gatzka, director of the Boulder, Colo.-based Brewers Association. The bigger hit for craft brewers might be to the fun side — testing ingredients and new or seasonal brews.

"I would think brewers will try to keep their existing beers in the marketplace if they can," he said. "But this may put a damper on some of that innovation and experimentation for some of those hoppier beers, which is a shame."



Beer Recipe

Speedy Stout Mocha Freeze

Lucy Saunders

prep time: One to two hours

recipe type: dessert and sweets

ingredients

- 1 quart coffee ice cream
- 1 cup stout
- 1 cup grated dark semisweet chocolate (I used Valrhona)



Soften ice cream in microwave for 15-30 seconds. Place in bowl of a large stand mixer. Mix in stout and grated chocolate. Mixture will be soft - pour into 1 cup ramekins and freeze until firm - about 4 hours. Serve with more stout.

www.beercook.com,

Copyright © 2006-2002, by Lucy Saunders

Spotlight on Beer

Cask-conditioned ale

Draught ale that is neither filtered nor pasteurized and has a secondary fermentation and precipitation of yeast in a vented cask in the cellar of the pub. The beer should emerge relatively clear, with a natural carbonation (albeit very light). Unworkable if the beer is chilled.

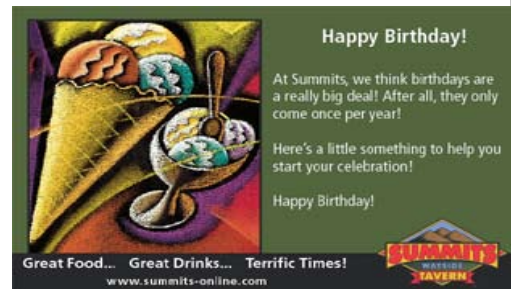
www.beerhunter.com/styles

Birthday? When?

We'll help you celebrate!

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!



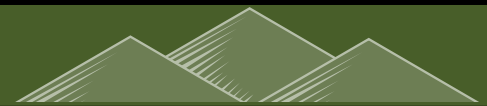
Beer Geek: How are "ale", "malt liquor", and "barleywine" related to strength?

The U.S. regulations about the labelling of beer products were antiquated, but they are changing rapidly. When Prohibition ended, a statute was enacted that prohibited the alcohol content from appearing on beer labels unless required by state law. Nor could they use words like "strong", "full strength", or "high proof". Coors recently challenged this law in court and has won their lower court battles. It is now pending a ruling by the U.S. Supreme Court. However, some states have regulations that require certain beers to be labelled using other terms that are supposed denote strength without violating the above statute. Consequently some



beers are labeled ales, even if they are lagers, due simply to their strength. Texas is one example of this usage. Similarly, "malt liquor" is the appellation attached to strong beers in other states, such as Georgia. Barley wines are strong beers, typically at strengths comparable to wines (8% alcohol by volume and over). However, this is not just an arbitrary term for strength but the actual name of the beer style as well. In April 1995, the U.S. Supreme Court ruled in Coors' favor regarding the placement of alcohol percentages on beer labels. Some of Coors' beer labels now include this figure and other brewers are following suit.

www.beerinfo.com



Food Spotlight

Cajun Month is almost over! You'll only have the opportunity to try some of the finest, most authentic Cajun food outside of New Orleans for a few more days! Don't miss the chance....

Creole Blackened Grouper

A fresh filet of Grouper coated in a rich blackened seasoning and spicy Creole hot sauce. Served on a bed of white rice with black bean and corn medley.

Look at our menu: www.summits-online.com and let your food adventure begin.



Did You Know?

The Great Pyramid of Giza is the only one of the Seven Wonders of the World that still survives. Can you name the other six?

- 1)The Hanging Gardens of Babylon, which were built on the banks of the Euphrates river by King Nebuchadnezzar II.
- 2)The gigantic gold statue of Zeus was built by the sculptor Pheidias at Olympia.
- 3)The temple of Artemis was erected in the Asia Minor city of Ephesus in honour of the Greek goddess of hunting and wild nature.
- 4)The Mausoleum at Halicarnassus was a huge tomb constructed for King Maussollos, Persian satrap of Caria.
- 5)The Colossus of Rhodes was a massive statue erected by the Greeks in honour of Helios the sun-god.
- 6)The Lighthouse of Alexandria was built by the Ptolemies on the island of Pharos.

www.didyounow.org

Quote of the Week

"Whoever serves beer or wine watered down, he himself deserves in them to drown."

-Medieval ple for pure libations

The SUMMITS Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25 RANDALL! Sweetwater Happy Ending Stout w/ Northern Brewer & chocolate	26 Family Night! 5-9pm	27 CRAB!! S Trivia 8p C Trivia 8p double!	28	29 C Trivia 9p S Trivia 10p	7-9p Mar. 1 Highland
2	3 RANDALL! Great Divide Hibernation w/ Palisade	4 Family Night! 5-9pm	5 CRAB!! S Trivia 8p C Trivia 8p double!	6	7 C Trivia 9p S Trivia 10p	7-9p 8 Rogue
9	10 Summits Univ. Cumming RANDALL! Rogue Brewer w/ Simcoe	11 Summits Univ. Snellville Family Night! 5-9pm	12 CRAB!! S Trivia 8p C Trivia 8p double!	13	14 C Trivia 9p S Trivia 10p	7-9p 15 Bud Select 
16	17 GUINNESS RANDALL! Rogue Old Crusty w/ Magnum	18 Family Night! 5-9pm	19 CRAB!! S Trivia 8p C Trivia 8p double!	20	21 C Trivia 9p S Trivia 10p	7-9p 22 Bud