

At the Summit

the e-zine of Summits Wayside Tavern



March 18, 2008

Pint Nights

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

- 03/22 Bud Pint Night
- 03/29 Sierra Nevada
- 04/05 Tetley's
- 04/11 Flying Dog
- 04/12 Bar Harbor Blue

See online calendar for details!

MORE CRAWFISH!!!

Crawfish Boil Continues!

The success of our Saturday Crawfish Boils at the Cumming store location has been so great we've decided to extend the festivities. You can continue to enjoy the authentic crawfish boils every Saturday until the end of March at the Cumming Summits!

\$ 19.99 gets you all you can eat of fresh crawfish and all the fixin's!

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...

St. Patrick's Day at Summits!

Summits is doing it again this year!

Monday, March 17th Summits will help you celebrate St Patrick's Day by offering a traditional Irish meal for only \$2.08!

That's right... for only \$2.08 you can enjoy freshly shaved corned beef, homemade mashed potatoes and cabbage. This is a dine in only special so make sure to come in with enough time to enjoy a frothy Guinness Stout or ice cold Harp Lager!

While supplies last so don't wait!

See you on St. Patrick's Day!



Industry News!

CRAFT BEER SALES SURGE AGAIN IN 2007

The Brewers Association reports it estimates sales of what it defines as craft breweries rose 12% by volume in 2007 and 16% in dollars. Craft brewers' share of the beer category is 3.8% of production and 5.9% of retail sales. "Since 2004, dollar sales by craft brewers have increased 58 percent," Paul Gatzka, director of the Brewers Association, said in a press release. "The strength of this correlates with the American trend of buying local products and a preference for more flavorful foods and beers." The BA estimates the actual dollar sales figures from craft brewers at more than \$5.74 billion, up from \$4.95 billion in 2006.

<http://www.realbeer.com/blog/?p=761>



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



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Industry News...

BOSTON BEER HELPS SMALLER BREWERS WITH HOPS

Boston Beer founder Jim Koch last month revealed a plan to supply smaller breweries with 10 tons of hops they might not otherwise have access to. The company will sell the hops at its cost, which is considerably less than they would bring on the open market. In a letter to smaller brewers, Koch wrote: "... we looked at our own hops supplies at Boston Beer and decided we could share some of our hops with other craft brewers who are struggling to get hops this year."

The brewery will sell 10,000 pounds of East Kent Goldings from Great Britain and 10,000 pounds of Tettnang Tettnanger from small farms in the Tettnang region in Germany.

<http://www.realbeer.com/blog/?p=7555&N>



SHUTS DOWN LARGEST BREWERY

Scottish & Newcastle, the biggest brewer in Britain until it gets taken over (probably by Carlsberg and Heineken although there are rumors Anheuser-Busch will make a bid), will close its largest brewery in the UK and eliminate 362 jobs. The brewery at Reading produces 6 million hectoliters (more than 5 million U.S. beer barrels) of S&N's biggest selling UK brands, Kronenbourg and Fosters. About 3 million hectoliters will be outsourced to Molson Coors, while the rest will be made at remaining S&N breweries. Reading is the 48th major brewery to close since 1990, according to figures from the Beer and Pub Association.

<http://www.realbeer.com/blog/?p=754>



Spotlight on Beer

Lager

Any beer made by bottom-fermentation. In Britain, lagers are usually golden in colour, but in continental Europe they can also be dark. In the German-speaking world and The Netherlands, the term may be used to indicate the most basic beer of the house, the biere ordinaire.

www.beerhunter.com/styles



Beer Recipe

Apricot Ale Frozen Custard

Lucy Saunders

prep time : Advance prep required

recipe type: dessert and sweets

ingredients:

- 12 oz. Pyramid Apricot Ale
- 8 oz. apricot preserves
- 1 large egg
- 1 cup sugar
- 1/2 cup whole milk
- 2 cups heavy whipping cream

Pour ale and pre-preserved into a heavy saucepan and simmer to reduce to 1 1/2 cups, remove from heat. Mix the egg and sugar in a bowl. Mix in milk, then mix in the warm apricot ale concentrate. Mix in cream. Chill ale-cream blend in refrigerator for about an hour. Freeze in ice cream maker according to manufacturer's instructions.



Makes around 2 quarts. www.beercook.com

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Beer Geek: What is "CAMRA"?

CAMRA is the CAMPAIGN for Real Ale. It was founded in the early 1970s in Great Britain to preserve Britain's beer traditions. It is used in marketing courses as one of the most successful consumer movements of all time. It is now concerning itself with the preservation of beer, the British pub, and brewing traditions worldwide.

Anyone can join CAMRA by writing to:

Campaign for Real Ale
230 Hatfield Rd., St Albans
Herts AL1 4LW, UK.

Or, you can use Visa/MC and join by phone:
44-1727-867201 Check out the CAMRA

www.beerinfo.com

Passport Club

Take a trip around the world with 100 different draft beers from our extensive draft list and you'll receive a personalized 20 oz. dimpled mug from Summits Wayside Taverns®. There is a \$2.00 registration fee, but 100% of that is donated to Habitat for Humanity. Isn't that reason enough to join? The Passport Club works like this:



1. Tell your server you'd like to join the Passport Club.
 2. Your server will bring you a form to fill out and your own personal beer list. The beer list stays at Summits for your convenience.
 3. Fork over the two bucks and order a draft.
- That's it! Your server will provide your own draft menu on which we'll keep a record of your beer journey. Each time you stop in, just ask for your passport list.

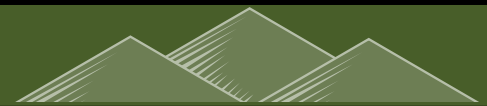
Already got your mug? Try for Passport Club Tier II! This time you get to tour our bottled beers.

Rewards to GO!

This program is designed to reward loyal customers for their Call In and To Go business. Membership is FREE! Each time a member 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.



At 200 points you earn \$20 in Condors.. our own special personalized house cash. 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".



Food Spotlight

Georgia's Best Reuben \$ 11.99

A traditional Reuben sandwich made with State National corned beef brisket that we make in house- the very same corned beef used in the famous New York delis! This one uses almost 3/4 pound of homemade corned beef that is shaved to order and is topped with melted imported Swiss cheese, sauerkraut and authentic Russian dressing on fresh rye bread. Served with french fries and a pickle. A must try!



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

Did You Know?

2 700 languages spoken in the world

It is not known what language Adam and Eve spoke. The first mention of different languages is the reference to the tower of Babel when different tongues were bestowed.

The invention of writing is credited to the Sumerians of Mesopotamia in the 4th millennium BC. Their descendants, the Sumero-Babylonians, developed the time system that we use today.

Today, there are more than 2 700 different languages spoken in the world, with more than 7 000 dialects. In Indonesia alone, 365 different languages are spoken. More than 1,000 different languages are spoken in Africa. The most difficult language to learn is Basque, which is spoken in north-western Spain and south-western France. It is not related to any other language in the world. Mandarin is the most spoken language in the world, followed by English. But as home language, Spanish is the second most spoken in the world.

Quote of the Week

"A bar is better than a newspaper for public discussion."

-Jim Parker, on the importance of a healthy pub culture

The SUMMITS Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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	22 7-9p Bud
23	24 RANDALL! Terrapin Rye Squared w/ Palisade	25 Family Night! 5-9pm	26 CRAB!! S Trivia 8p C Trivia 8p double!	27	28 C Trivia 9p S Trivia 10p	29 7-9p Sierra Nevada
30	31 RANDALL! Sam Adams Spring w/ Hallertau	April 1 Family Night! 5-9pm	2 CRAB!! S Trivia 8p C Trivia 8p double!	3	4 C Trivia 9p S Trivia 10p	5 7-9p Tetley's
6	7 RANDALL! Sierra Nevada Bigfoot w/ Chinook	8 Family Night! 5-9pm	9 CRAB!! S Trivia 8p C Trivia 8p double!	10	11 Flying Dog C Trivia 9p S Trivia 10p	12 7-9p Bar Harbor Blue