

At the Summit

the e-zine of Summits Wayside Tavern



March 25, 2008

Pint Nights

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

03/29 Sierra Nevada
04/05 Tetley's
04/11 Flying Dog
04/12 Bar Harbor Blue

See online calendar for details!

& MORE SUMMITS!

We're growing!

That's right... soon there will be THREE Summits Wayside Taverns again! This time we're planting roots in Woodstock! We are hard at work getting the Town Lake location ready to open soon. We thank all of our loyal friends for your support and patronage over the years. It is because of you that we decided to spread our wings again. We look forward to becoming a part of the Woodstock community and hope that we will be able to continue to earn your loyalty with this new store. See you soon at Summits Woodstock!

Beef on Weck!

Only Thursdays and Fridays!

Summits will have its own version of this popular northern favorite - Beef on Weck Sandwich for \$9.99!

This is a roast beef sandwich on a salty kummelweck roll. In fact, it is this roll that makes the sandwich unique. The kummelweck—often alternatively spelled kimmelweck—is basically a Kaiser roll topped with lots of pretzel salt and caraway seeds.

At the Summit... Industry News...

AMAZON APPEARS READY TO SELL WINE

Amazon is ready to start selling wine in the US, the Financial Times reports.

According to Decanter, a UK-based wine publication, Amazon will work in partnership with wine.com. Amazon previously had a minority stake in WineShopper.com but pulled the plug due to legal challenges.

<http://www.realbeer.com/blog/?p=765>



NEW FLYING DOG STYLES HITTING THE SHELVES IN 2008

Be on the lookout for some new Flying Dog Ales in 2008. Kerberos Tripel is a strong Belgian-style ale with a deep golden color with slight haze and dense mousse-like head. A second new release of the year is the new Spring Seasonal, Garde Dog - a Biere de Garde. Garde Dog is unfiltered and offers complex malt and yeast character.

<http://www.flyingdogales.com>

VERMONT CONSIDERS LOWERING DRINKING AGE

More than two decades after the U.S. established a uniform drinking age of 21, a nascent movement is afoot to allow 18- to 20-year-olds to legally buy alcohol under some circumstances. "Our laws aren't working. They're not preventing underage drinking. What they're

(...continued on page 2)

Summit's Beer Offerings



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

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/

Industry News...

doing is putting it outside the public eye," Vermont state Sen. Hinda Miller said. A committee of the Vermont Senate has approved Miller's bill to have a task force weigh the pros and cons of rolling back the drinking age and make a recommendation to the legislature early

next year. <http://www.probrewer.com/news/news-003265.php>

ANHEUSER-BUSCH JOINS LIME BEER CROWD

Anheuser-Busch will roll out Bud Light Lime in May, backing it with a \$35 million marketing



campaign. "We're treating this as a big launch," Dave Peacock, vice president of marketing at the company's domestic beer subsidiary, said in the St. Louis Post-Dispatch. Last year A-B rival Miller Brewing introduced Miller Chill, a beer flavored with lime and salt. It was one of the year's hottest beer product launches. A-B's confidence in the product is illustrated by its decision to take it directly to a national launch without testing it in regional markets. "We can't remember a Bud family product we didn't put into a test market," said Peacock.

<http://www.realbeer.com/blog/?p=753>

BEER TAPS: A NEW ART FORM

The Seattle Times asks, "Does the tap handle tell you anything about what the beer tastes like? Or what's in it? What the alcohol content is?" Perhaps not, but the Times finds plenty interesting about Renton-based Tap handles Inc., one of the country's largest producers, which expects to ship half a million tap handles this year, mostly to American and Canadian brewers. It employs four designers at its Renton office who spend their days dreaming up designs to be made at its production facility in Guangdong province, China.

<http://www.realbeer.com/blog/?p=763>

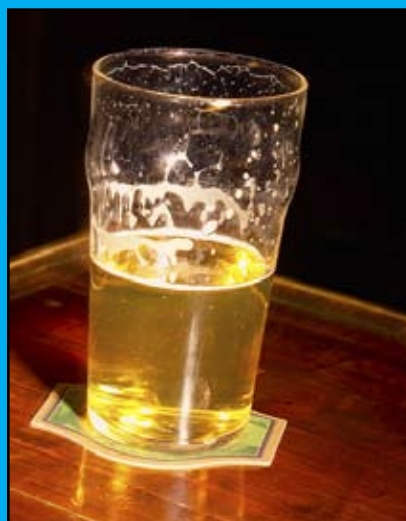
Spotlight on Beer

Malt Liquor

Not malty, and sometimes containing substantial amounts of cheaper sugars. Not a liquor, either, but usually a strongish variation on a regular American lager. Intended for a cheap "high".

Some states require the term malt liquor to be applied to all beers of more than 5.0 percent by volume.

www.beerhunter.com/styles



Beer Recipe

Rockin' Oysters Rockefeller

SUBMITTED BY: Cassandra Kennedy

<http://allrecipes.com/Recipe>

INGREDIENTS

48 fresh, unopened oysters
1 1/2 cups beer
2 cloves garlic
seasoned salt to taste
7 black peppercorns
1/2 cup butter
1 onion, chopped
1 clove garlic, crushed
1 (10 ounce) package frozen chopped spinach, thawed and drained
8 ounces Monterey Jack cheese, shredded
8 ounces fontina cheese, shredded
8 ounces mozzarella cheese, shredded
1/2 cup milk
2 teaspoons salt, or to taste
1 teaspoon ground black pepper
2 tablespoons fine bread crumbs

DIRECTIONS

Clean oysters, and place in a large stockpot. Pour in beer and enough water to cover oysters; add 2 cloves garlic, seasoned salt, and peppercorns. Bring to a boil. Remove from heat, drain, and cool.



Once oysters are cooled, break off and discard the top shell. Arrange the oysters on a baking sheet. Preheat oven to 425 degrees F (220 degrees C.)

Melt butter in a saucepan over medium heat. Cook onion and garlic in butter until soft. Reduce heat to low, and stir in spinach, Monterey Jack, fontina, and mozzarella. Cook until cheese melts, stirring frequently. Stir in the milk, and season with salt and pepper. Spoon sauce over each oyster, just filling the shell. Sprinkle with bread crumbs.

Bake until golden and bubbly, approximately 8 to 10 minutes. Makes around 2 quarts.

Beer Geek

Lagers: Clearly Refined

When most people hear the word "lager," their thoughts immediately turn to the mass-produced stuff that comes in cans at the grocery store. While most of these are lagers, they only represent one jewel in the lager crown. The word lager actually comes from the German word lagern, which means "to store." Lagers are subjected to long fermentation and aging periods in order to produce a brew of exceptional clarity and refinement. (As the German saying goes, "Iss, was gar ist, trink, was klar ist, und sprich, was wahr ist:" Eat what is well cooked, drink what is clear, and speak what is true.) A true lager takes at least 30 days to prepare.



Serving Suggestion: try a clean, elegant pilsner as an aperitif -- the beer's bitterness is good for stimulating the appetite.

<http://allrecipes.com/HowTo/Beer-101/Detail.aspx>

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



Happy Birthday!

At Summits, we think birthdays are a really big deal! After all, they only come once per year!

Here's a little something to help you start your celebration!

Happy Birthday!

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

Pastrami on Rye \$ 11.99

A New York deli style sandwich made using State National Hungarian pastrami. We use almost 3/4 lb of the same shaved-to-order pastrami used in the famous New York delis. It is served on fresh rye bread with imported Swiss cheese and dijon mustard.



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

Did You Know?

The first consumer protection law ever written was enacted over beer by Duke Wilhelm IV of Bavaria in 1516. It was a purity law limiting the ingredients of beer to barley, hops and water.



Tegestology is what collecting beer mats is called.

Beer is the second most popular beverage in the world, coming in behind tea.

Pabst Beer is now called Pabst Blue Ribbon beer because it was the first beer to win a blue ribbon at the Chicago World's Fair in 1893.

<http://www.professorhouse.com/food-beverage/wine-and-spirits/beer-facts-trivia.aspx>

Quote of the Week

"...there is only one game at the heart of America and that is baseball, and only one beverage to be found sloshing at the depths of our national soul and that is beer." -Peter Richmond

The SUMMITS Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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
13	14 Summits Univ. Cumming RANDALL! Clipper City Loose Cannon w/ Liberty	15 Summits Univ. Snellville ROGUE Family Night! 5-9pm	16 CRAB!! S Trivia 8p C Trivia 8p double!	17	18 Alagash C Trivia 9p S Trivia 10p	19 7-9p Blue Moon Spring