

# At the Summit

the e-zine of Summits Wayside Tavern



June 17, 2008

## Pint Nights

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

06/21 Jever  
06/28 Sierra Nevada  
07/04 Sam Adams  
07/05 PBR

See online calendar for details!

## WOODSTOCK!!!

Beginning this week our Woodstock store will host all of the usual Summits favorite promotions!

**Tuesday Kids Night:** from 5:00 - 9:00 pm One free kids meal with purchase of one adult meal kids 10 and under!

**Wednesday:** From 4:00 - 10:00 pm All you can eat crab legs includes crab, slaw, fries, corn bread and homemade shrimp-corn chowder

**Wednesday Team Trivia 8:00 pm:** Play alone or with a team! Win house cash for prizes!

**Thurs & Friday "Beef on Weck"** sandwich! A Buffalo New York favorite!

**Friday Team Trivia 9:00 pm:** Play alone or with a team! Win house cash for prizes!

**Saturday Pint Nights:** 7:00 pm a different beer is featured each week! Keep the glass!

**Saturday Night Steak Dinner:** New York Strip and loaded baked potato for \$9.99! Best deal in town!

## Industry News...

### PBR lover makes beer can coffin

*SOUTH CHICAGO HEIGHTS, Ill. (AP)*

Bill Bramanti's favorite beer is Pabst Blue Ribbon. He loves it. Really loves it. So much so that he's already had his coffin specially made, and it's designed to look like a can of the trendy brew. Bramanti isn't sick, so he doesn't plan on needing it just yet. For now he plans to use it as a cooler.



At 5-feet-9 inches tall and weighing 280 pounds, Bramanti has tried it out though. "I actually fit, because I got in here," Bramanti, 67, of South Chicago Heights said. He threw a party Saturday for friends, featuring his coffin filled with ice and, what else, Pabst Blue Ribbon. "Why put such a great novelty piece up on a shelf in storage when you could use it only the way Bill Bramanti would use it?" Bramanti's daughter, Cathy Bramanti, 42, said.

Bramanti ordered the casket from Panozzo Bros. Funeral Home in Chicago Heights and Scott Sign Co. of Chicago Heights designed the beer can. The silver coffin is designed with red, white and blue, just like a Pabst can. (Copyright 2008 by The Associated Press. All Rights Reserved.)

### Welding Might Have Sparked Saranac Brewery Fire

*(Friday, May 30, Associated Press)*

Fire investigators think a welding repair job might have triggered a stubborn fire that caused at least \$10 million in damages at a brewery in upstate New York that makes Saranac beer and ale. Utica fire marshal Raymond Beck says two employees at the F.X. Matt Brewing Co. had just finished welding brackets to machinery in the factory's second floor bottling area when the fire erupted Thursday afternoon. They tried unsuccessfully to extinguish the fire, which wasn't brought under control for more than 14 hours. The brewery is an icon in Utica, and damage estimates run from \$10 million to \$20 million. Company Vice President Fred Matt says the company will rebuild.

### For Coors Light, a Night Out That Begins on MySpace

*(Wednesday, May 28, The New York Times)*

Coors Light is extending its presence in the new media with efforts on the social networking Web sites Facebook and MySpace. The

Visit us on the web at [www.summits-online.com](http://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.

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## Find your Summits!

### Locations

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[summits-online.com/04\\_woodstock/](http://summits-online.com/04_woodstock/)

## Industry News... (continued...)

initiatives are part of a campaign known as "Code blue," centered on a "cold activated" feature introduced last year on Coors Light beer bottles: the mountains pictured on the labels turn from white to blue when the beer gets cold enough to drink. For instance, consumers ages 21 and older will be able to send friends "Code blue" alerts on Facebook.com, inviting them to meet up for a beer - a Coors Light. They can even use Facebook maps to direct their potential brew crew to a nearby bar. The Facebook feature, or application, is scheduled to start early next week.



### CEO: Coke To Buy More Environmentally Friendly Coolers

(Tuesday, May 27, The Atlanta Journal-Constitution)

The Coca-Cola Co. pledged to reduce its carbon footprint by buying 100,000 beverage coolers fitted with new, environmentally friendly technologies. Speaking at a lecture in Beijing organized by the environmental group Greenpeace, Neville Isdell, chief executive officer of the Atlanta-based beverage giant, said the company would "purchase and deploy" by 2010 refrigerators and vending machines cooled by compressed carbon dioxide rather than hydrofluorocarbons. Better known as HFCs, hydrofluorocarbons are pound for pound more than 1,000 times more potent when it comes to global warming, he said.

## Spotlight on Beer

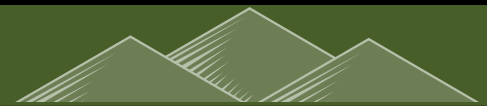
### Thomas Hooker Blonde

(Hartford, Connecticut)

Thomas Hooker Blonde is our most easily drinkable brew. It's a brilliant gold, clean cream ale with a smooth flavor. Fermented at cooler temperatures, the flavor is accentuated by a subtle malt sweetness and a delicate crispness from American and Czech hops.

Hooker Blonde is our most broadly appealing style - enjoyed equally by the dedicated and the new micro drinker.





## Beer Recipe

### Tipsy Chicken

MNILES

"This recipe is a completely redesigned recipe from Beer Can Chicken, sometimes called Drunken Chicken. Beer Can Chicken is used with whole chicken and the beer adds a wonderful flavour, but not a beer flavour. It's hard to describe, but beer seems to enhance the flavor of the spices, and help the other spices permeate deep into the chicken. The alcohol is cooked out, so no worries about intoxication. The problem with Beer Can Chicken is that you can't use it with chicken pieces, only whole chicken; this recipe can be used for chicken pieces. Works well broiled or baked too!"



#### INGREDIENTS

- 6 cups water
- 2 cups beer
- 1/8 cup salt
- 1 teaspoon garlic powder
- 1 teaspoon onion powder
- 1 (3 pound) whole chicken
- hickory or mesquite wood chips
- 2 tablespoons ground cumin
- 2 tablespoons curry powder
- 2 tablespoons chili powder, divided
- 1 tablespoon pepper
- 1 teaspoon salt
- 1/2 teaspoon paprika
- 1/2 teaspoon cayenne pepper

#### DIRECTIONS

1. Combine brine ingredients - water, beer, 1/8 cup salt, garlic powder, and onion powder - in a large container, one that is large enough to hold the brine and the chicken. Soak whole chicken in brine for 1 hour.
  2. Soak wood chips in water for 1 hour.
  3. Preheat grill for indirect cooking method. Place wood chips over coals when ready to cook.
  4. In a small bowl, combine cumin, curry, chili powder, pepper, 1 teaspoon salt, paprika, and cayenne pepper. Rub chicken inside and out with spice mixture.
  5. Place chicken on grill, breast side down. Close lid, and cook for 30 minutes. Turn over, and cook for an additional 25 minutes, or until juices run clear and temperature is 185 degrees in the thickest part of the chicken. Keep the lid closed while cooking for even cooking, and to get more of that smoky flavor.
- Best Ever Sausage with Peppers, Onions, and Beer!

## Beer Geek

### English Mild Ale

Mild Ales originated in coal mining regions of England and Wales. Mild Ale was intended as a low alcohol beer for heavy consumption by miners and as a harvest time drink for farm workers. They are often the least expensive beers available. Mild Ale is sweeter and lighter colored than Porter. It is as malty as possible in a low gravity beer. This style is most common in the West Midlands of Great Britain. It had been declining as a style due to a perception as old-fashioned. It now seems to be making a comeback. Mild refers to bitterness not flavor. They can be full of flavor whether light or dark. Includes English Light and Dark Milds which are described below.

### English Light Mild Ale

English Light Mild Ales range from light amber to light brown in color. Malty sweet tones dominate the flavor profile with a little hop bitterness or flavor. Hop aroma can be light. Very low diacetyl flavors may be appropriate in this low-alcohol beer. Fruity ester level is very low. Chill haze is allowable at cold temperatures.

### English Dark Mild Ale

English Dark Mild Ales range from deep copper to dark brown (often with a red tint) in color. Malty sweet, caramel, licorice and roast malt tones dominate the flavor and aroma profile with very little hop flavor or aroma. Very low diacetyl flavors may be appropriate in this low-alcohol beer. Fruity ester level is very low. Classic Producers: Bank's Mild (Park Brewery, England)



## Food Spotlight

### Corned Beef Sandwich

New York deli style sandwich using State National corned beef brisket that we make in house- the very same corned beef used in the famous New York delis! We use almost 3/4 pound of homemade corned beef that is shaved to order with imported Swiss cheese and dijon mustard on fresh rye bread. Served with french fries and a pickle.



Look at our menu: [www.summits-online.com](http://www.summits-online.com) and let your food adventure begin.

## Did You Know?

The 'y' in signs reading "ye olde.." is properly pronounced with a 'th' sound, not 'y'. The "th" sound does not exist in Latin, so ancient Roman occupied (present day) England use the rune "thorn" to represent "th" sounds. With the advent of the printing press the character from the Roman alphabet which closest resembled thorn was the lower case "y".



<http://www.kellys.com/know.html>

## Quote of the Week

"Some people like to paint pictures, or do gardening, or build a boat in the basement. Other people get a tremendous pleasure out of the kitchen, because cooking is just as creative and imaginative an activity as drawing, or wood carving, or music."

Julia Child

## The SUMMITS Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
15 ROGUE	16 RANDALL! Smithwicks Irish Red with Crystal	17 Family Night! 5-9pm	18 CRAB!! Trivia ALL locations:8p double!	19	20 C + W: Trivia 9p S Trivia 10p	21 7-9p Jever
22	23 RANDALL! Sweet GA Brown with Sterling	24 Family Night! 5-9pm	25 CRAB!! Trivia ALL locations:8p double!	26	27 C + W: Trivia 9p S Trivia 10p	28 7-9p Sierra Nevada
29	30 RANDALL! Terrapin Imperial Pilsner w/ Nugget	July 1 Family Night! 5-9pm	2 CRAB!! Trivia ALL locations:8p double!	3	4 SAM ADAMS! C + W: Trivia 9p S Trivia 10p	5 7-9p PBR
6	7 Summits Univ. Cumming RANDALL! TBA	8 Summits Univ. Snellville Family Night! 5-9pm	9 CRAB!! Summits Univ. Woodstock Trivia ALL locations:8p double!	10	11 C + W: Trivia 9p S Trivia 10p	12 7-9p Widmer Hefe