

At the Summit

the e-zine of Summits Wayside Tavern



29 April, 2002

HOT News!

Pint Nights: John Courage Amber Lager

Drink a pint of **John Courage** on draft and keep the glass! 7-9pm, while supplies last



Sandy Springs - Thu, May 4th
Snellville - Sat, May 4th
Cumming - Sat, May 4th

more promos on the web! ▶

Team Trivia!!

When: Tuesday from 8 to 10 pm

Where: Sandy Springs location on Roswell Road

There will be prizes, good food, and great drinks, so don't miss a single week. See you there!

Don't Miss the "View"

Bill from Cumming has had a rather colorful education as he's learned the restaurant biz. You don't want to miss this story on page 2!

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Welcome to our new e-zine!

A few words from the Summit!

By Andy Klubock - Proprietor, Summits Wayside Taverns

Time and technology continue on. Approximately 4 years ago we launched our weekly e-mail newsletter to 800 of our best customers. Today we have over 9000 individuals that receive our weekly newsletter.

Starting this week, our weekly e-mail will take on a new format. Our e-mail newsletter will now be in the form of an E-magazine.

The creators (John Lock and Cindy Svec of Relevant Arts ▶) have created a wonderful publication that will more appropriately showcase the world of beer, food and happenings at the Summit.

Jan Sherrer, our editor for the past year will continue to provide weekly updates on tap happenings, passport completions, food news and our newest feature, Insights on the world by our managers.

We look forward to sharing this exciting event with you, our valued customers.



Beer Spotlight of the Week

This week we shine on Corona Extra. Try one at your favorite Summits today!

Cerveceria Modelo (Mexico)

Style: Pale Lager

Medium yellow-gold.

Moderately light-bodied. Mild bitterness. Clean, toasted-grain flavors are well-balanced by subtle floral-hop flavors.

Straightforward, showing lively carbonation and a mild pale malt bite on the mid-palate.

The Beverage Testing Institute's Buying Guide to Beer ▶

Edited by Marc Dornan.



Try Something New!



Snellville

Drafts
Red Tail Ale
Blue Heron
Hacker Dunkel
Peachtree Pale Ale
Sam Adams Spring Ale

Sandy Springs

Drafts
Wittekerke
Dogwood Summer
Sam Adams Spring
Carolina Cottonwood IPA
Redhook ESB

Cumming

Drafts
Red Tail Ale
Blue Heron
Sam Adams Spring Ale
Molings - Celtic Red
O'Hara - Celtic Stout

Visit our website www.summits-online.com ▶ for a full list of the new draft beers at our restaurants!

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, headquartered in Snellville, Georgia serving quality food and beverages.

Publisher: Andy Klubock
Editor in Chief: Jan Sherrer
Design: Cindy Svec, Relevant Arts

"At the Summit" is free to anyone who subscribes to our mailing list at: www.summits-online.com/maillist.html ▶

Anyone wishing to be unsubscribed from the newsletter may do so via our website: www.summits-online.com/maillist.html ▶

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Find your Summits!

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summits-online.com/03_cumming/ ▶

A View from the Summit

Caught in the headlights

By Bill - Cumming location

Having been behind the bar in one capacity or another for over 10 years, I have witnessed a number of startling events. There is one escapade that stands out above all others however. It did not occur at Summits or even in Georgia. It happened at a little bar in Burlington, Vermont called *The Other Place*.

It is a local dive where I got my inglorious start in the restaurant business. Before I started bartending I put in my time as a bouncer. For the most part this consisted of checking IDs and keeping beers from walking out the door. Every now and then I got to jump in the middle of a fracas. These were usually pretty mild and as the place was always full of regulars, I had plenty of backup. One night things took a very different turn. A local troublemaker who was well known (both to the police and the residents) came in for a drink. He had been in before but had never caused any problems. Since all was quiet I finished early and sat down to have my shift drink. Of course the troublemaker picked this time to start stirring things up.

The bartender nodded to me as I looked longingly at my beer. I stood up and told him he had to leave. He immediately went off the deep end and started screaming at me asking, "Where were you in Vietnam?!" Since I was born in 1970 that is a pretty odd question. Even odder was the fact that he himself was only a few years older than me!

I still had hopes of resolving things peacefully. I opened the door for him and politely asked him to leave. After screaming his question one more time, he grabbed me by the shirt. So much for peaceful. We wrestled around a bit before I was able to throw him out the door. He flew out the door and bounced off a road sign. I stood with fists raised as he picked himself up off the sidewalk. I figured he had enough as he walked of towards his car so I returned to the bar and my much-missed beer. Foolishly, I had my back to the door. No sooner had I taken my first sip when the bartender yelled, "Heads up Bill! He's coming!" I spun around with my fists up again thinking he was coming through the door.



Imagine my surprise when I was greeted not by a drunken idiot but by headlights on my chest! The front wall of the bar was a garage door, which was open due to the warm weather. This left only a wooden railing, some tables and chairs, and a few patrons between an angry Chevy and me! With a rev of the engine and a squeal of the tires, The Chevy bore down on me. I barely had time to dive out of the way before he hit the bar. The impact was amazing! The majority of the debris flew over me. The last table clipped me on the Achilles. Once the car was fully in the bar it stalled out.

Oddly enough I wasn't scared, just angry. I stood up and went for the car. As he tried to restart the car I pulled on the passenger side door. Finding it locked I limped around to the driver side. It was locked too. I wanted at this guy so I started pounding on the glass. Then the car came to life and he started to back up. Not ready to give up my quest, I grabbed the windshield wiper and leapt onto the hood. As the car squealed out of the bar, bounced over the curb, and reversed into traffic, the sheer idiocy of my predicament seeped through my rage. That is when fear finally reared its head. As the car hit the far curb and the driver shifted from reverse, I decided to exit stage right. I quickly rolled off the hood as he sped of down the street. I slowly limped back into the bar where the patrons could only stare and wonder at what they had just witnessed. If you ever make it up to Burlington VT, I encourage you to stop in to The Other Place. There you can still see the tire marks on the floor and the no-parking sign some joker hung on the wall.



Ed. Note: Each week, we'll bring you a column featuring a thought, a story, or even prose by your favorite people at Summits! Each week will be highlighted by So, don't miss a week- you'll miss a lot!



The Passport Club

Take a trip around the world! Drink 100 different draft beers from our extensive draft list and you'll receive a personalized 20 oz. dimpled mug from Summits Wayside Taverns® to continue your journey with.

Passport Club



It's easy and fun and we'll add you to our mailing list so you'll know about new beers when they arrive. There is a \$2.00 registration fee, but 100% of that is donated to Habitat for Humanity. Isn't that reason enough to join? Besides, you get your very own personalized "Passport Club Card"!

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

For more information about the adventure, go to our website: summits-online.com/passport.html ▶

Golden Tee Golfers!

Calling all Golden Tee Golfers

Corona is the Golden Tee Golf sponsor for the month of April. The Golden Tee course for this month is Crawdad Swamp Front 9.

Admiral Nelson Rum is the Golden Tee Golf sponsor for the month of May. The Golden Tee course for May is Kiwi Springs Front 9.

An Admiral Nelson Rum t-shirt will be given to the person with the best golf each day, and a polo shirt to the winner for the best score of the week! The grand prize, a golf bag goes to the person with the best score of the month for the three Summits locations!

The Golden Tee game keeps track of the scores, so register with Golden Tee today! Good Luck!

And, drink some Admiral Nelson Rum!

Industry News

US: Budvar bullish about US sales -10 Apr 2002

Budejovicky Budvar, the Czech brewery pitted in legal disputes against US and world no. 1 brewer Anheuser-Busch, has made bold predictions about its future progress in A-B's backyard. The company said it had sold some 8,500 hls of its Czechvar lager in the US and Canada during the past year and marketing manager, Jana Kubistova, said this year's sales could exceed 15,000 hls.

Source: just-drinks.com ▶ editorial team

Cooking With Beer

Randall Elley's Borracho Beans (Drunk Beans)

- 2 cups dried pinto beans
- 1 clove garlic, crushed
- 3-4 strips cooked bacon, crumbled
- 2 tsp salt
- 2 Tbsp bacon drippings
- 1 onion, chopped
- 2 jalapeno peppers
- 2 whole tomatoes, or a 16-ounce can, drained
- 1 6-pack of beer (1 beer for the beans and 5 for you)

Soak the beans in water overnight. Drain and cover with fresh water. Add garlic, bacon, and salt. Simmer for 2 ½ hours or until beans are soft. Drink beer while the mixture simmers. Drain the beans, reserving the liquid. Heat bacon drippings and sauté the onion, peppers, and tomatoes until soft. Stir the vegetables into the beans and simmer 5 minutes. Just before serving, add beer and as much reserved liquid as desired into beans. Serve hot. Have the last of the beer with the beans. Any leftover beans can be mashed and used as refried beans in your favorite Mexican recipe.

The Everything Beer Book by Carlo DeVito ▶



May Calendar

Sandy Springs

- Apr. 30 **Team Trivia**
8-10 pm
- May 2 **Pint Night**
John Courage
7-9 while supplies last!
- May 7 **Team Trivia**
8-10 pm
- May 9 **Pint Night**
Woodchuck Cider
7-9 while supplies last!
- May 14 **Team Trivia**
8-10 pm
- May 16 **Pint Night**
Harpoon UFO
7-9 while supplies last!
- May 21 **Team Trivia**
8-10 pm
- May 23 **Pint Night**
Harp
7-9 while supplies last!
- May 28 **Team Trivia**
8-10 pm
- May 30 **Pint Night**
Amstel Light
7-9 while supplies last!

Snellville

- May 4 **Pint Night**
John Courage
7-9 while supplies last!
- May 11 **Pint Night**
Woodchuck Cider
7-9 while supplies last!
- May 18 **Pint Night**
Harpoon UFO
7-9 while supplies last!
- May 25 **Pint Night**
Harp
7-9 while supplies last!

Cumming

- May 4 **Pint Night**
John Courage
7-9 while supplies last!
- May 11 **Pint Night**
Woodchuck Cider
7-9 while supplies last!
- May 18 **Pint Night**
Harpoon UFO
7-9 while supplies last!
- May 25 **Pint Night**
Harp
7-9 while supplies last!

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Did You Know ???

The Guinness Book of Records was started by the Managing Director of the Guinness Brewery in 1951 after he had a heated argument about which European game bird was faster: the golden plover or the grouse. Soon after The Guinness Book was published as a way to solve these kinds of arguments in the pubs before the brawls began.

The oldest surviving whiskey distillery in the world is the Old Bushmills distillery in Northern Ireland, with a license dating back to 1608.

In Queensland, a local man holds the record for drunkenness arrests. He was convicted 3,000 times in thirty-one years.

100 Proof; Tips and Tales for Spirited Drinkers Everywhere by P.T. Elliott

"The trouble with the world is that it's always one drink behind." - Humphrey Bogart

The Mint Julep



Just in time for the Kentucky Derby!

3 sprigs of mint
1/2 oz sugar syrup
Soda water
2-3 ice cubes, crushed
1 measure Bourbon whiskey
Sprig of mint for garnish

Crush the mint with the sugar in an old-fashioned glass. Discard the mint. Add the soda water and dissolve the sugar. Add the

ice and pour in the Bourbon. Do not stir. Garnish with the sprig of mint.

You're in for a treat!

If you haven't already tried our hand-mixed blend of peppers, herbs, and other fine seasonings - you are in for a treat! If you're already an aficionado, you'll enjoy learning more about our signature seasoning!

Summits Seasoning is the new workhorse condiment in our Summits Wayside Taverns® kitchens. Summits Seasoning is a compilation of over 20 different herbs and spices carefully blended to enhance the flavors of the foods it touches.

Summits Seasonings is used in a variety of applications in our kitchens. The seasoning is used on sandwiches (particularly burgers and on chicken) and sauteed vegetables.

Summits Seasoning transforms our Prince Edward Island Mussel broth into a soup of almost mythical proportions. We also use Summit Seasonings in conjunction with a marinade to create our interpretation of the ultimate fajitas.

Like a master blender of scotch whiskies, we have carefully blended the various herbs and spices in their appropriate quantities to create a mixture that is spicy but not overly "hot" (which tends to dull and even numb the taste buds). This is to enhance, not overwhelm the main protagonist of each recipe.

Summits Seasonings is a hand-mixed blend of: spanish paprika, onion, garlic, malibar black pepper, ancho chiles, red pepper, new mexico chiles, mesquite powder, popcorn salt, jalapeno peppers, celery seed, cumin, de arbol powder, guajillo chiles, mustard seed, oregano, red chipotles, pasilla negro chiles, thyme, anaheim, and habeneros.

You can visit any of our stores to get your very own jar! Jars cost \$4.99 each and make terrific gifts!

Find your nearest Summits Location on our website: www.summits-online.com ▶



Know someone who would enjoy this newsletter? Print it and drop it in the mail to them or forward via email!



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www.summits-online.com

Great Food
Great Drinks
Terrific Times