At the Summit

the e-zine of Summits Wayside Tavern

October 6, 2009

Pint Nights

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

10/06	Warsteiner Dunkel
10/07	Sweetwater IPA
10/08	La Goudale & LaDivine
10/09	Magic Hat Odd Notion
10/10	Abita Andygator
10/11	Blue Moon
10/12	Pilsner Urquell
10/13	Peroni Lager
10/14	Gaffel
10/15	Maredsous / Paulaner
10/16	Sam Adams Oktoberfest
10/17	Woodchuck Amber
10/18	Leinenkugel
10/19	Spaten Oktober

Got your FLU SHOT?

If you have a business in the Snellville/Lawrenceville/Loganville/Grayson area Snellville Medical Group will come to your place of business to give seasonal flu shots to your employees. The cost is $25 each. Keep your workplace free of the flu this season. Contact Lynne at Snellville Medical 770-972-0340.

What's New At Summits!

Summits Birthday Program is now ONLINE!

Many of you have recently celebrated your birthday with your FREE entrée from Summits!

Several months ago we upgraded our birthday card program and it is now done all online! You will no longer receive a postcard in the mail for your birthday dinner. Instead you'll be emailed a coupon to print and redeem! This means that you need to make sure that Summits has a current email address for you.

If you have children that share an email address (or are too young for their own) please let us know! Since their offer will also be delivered online we need to attach a valid email address to their names! Yours will do fine…..

This is how it works:

- One week PRIOR to your birthday you will receive an email that contains a link to print the birthday coupon.
- On your actual birthday you will receive

(...continued on page 2)

Where in the World Are YOU????

Jason and Linda Moss (regularly visit the Cumming location) took their Summit shirts to Germany (Oktoberfest / Hoffbrauhaus) and Rome, Italy last year.

Send us a photo taken of yourself traipsing across some distant soil wearing your favorite Summit wear. If chosen, your photo will be published in our weekly newsletter and you will receive $20 in Condors! So, put on your best smile for Summits! All articles submitted become property of Summits Wayside Tavern.

Email Jenny at:
snellville@summitsonline.com

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"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

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Find your Summits!

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Fax: 770-924-5072

summits-online.com/04_woodstock/

What's New At Summits! *(cont. page 1)*

the "Happy Birthday" email from Summits wishing you a great day!

We decided to send the coupon a week ahead to give everyone more of an opportunity to redeem the offer! So, if you receive the birthday wish and didn't see your coupon go back and look in your inbox or spam folder 7 days before your birth date to find your coupon! If you still don't find it then just drop us an email at our website and we'll help you out!

Not a Birthday Club member?

There are several ways to join!

- you can fill out the Birthday Club form in any of our stores.
- You can join the Passport Club which is an automatic enrollment
- You can join the Rewards to Go club which is an automatic enrollment
- You can go to **www.summits-online.com** and subscribe

We look forward to helping your and your loved ones celebrate this year!

Beer Geek

In Babylon over 4000 years ago, it was customary for the bride's father to supply his new son-in-law with all the mead he could drink. As mead is a honey beer and their calendar was lunar based, this period was called the 'honey month' – or what we know today as the 'honeymoon'. In fact, Babylonians believed if the groom drank mead for an entire month, it enhanced the chances of his wife bearing a male heir.

After consuming buckets of aul (or ale), the Vikings would head fearlessly into battle, often without armour or even shirts. In fact, "berserk" means "bare shirt" in Norse, and eventually took on the meaning of their wild battles.

http://burp.com.au/beer_trivia.htm

Cooking With Beer!

Apple Fritters

http://www.beercook.com/articles/beerbatterfritters.htm

Ingredients:

- 12 ounces amber ale
- 1 1/2 cups white all-purpose flour
- 2 tablespoons sugar
- 1 teaspoon vanilla
- 2 tablespoons melted butter
- 1/4 cup peanut oil
- 1/4 cup grapeseed oil
- 2 cups canola oil
- 8 large apples, peeled, cored and cut into 1/3-inch thick rings (Granny Smith, Macoun and Rome Beauty will hold their shape)
- Platter lined with 2 layers of paper towel or clean brown paper
- Powdered sugar and ground cinnamon

Directions

1. In a large bowl, whisk together ale, flours, sugar, vanilla and melted butter. Set aside. Prepare apples by peeling, coring and slicing into thick rings.

2. Blend the oils. Pour oil to a depth of 2 inches into a deep Dutch oven, or deep, large cast-iron frying pan. Place pan over medium-high heat and bring to 360°F.

3. Blot apple rings on paper towel, then dip in batter to coat evenly. Dip and fry apple rings in small batches. Turn once to cook evenly. Skim oil and add more as needed, being sure to bring to 350°F after each addition.

4. Remove fritters from oil and drain 2-3 minutes on platter lined with paper. Dust with ground cinnamon and powdered sugar and serve warm.

Safety tip: Keep a large baking sheet and a fire extinguisher nearby. Use the baking sheet to smother a small fire and the fire extinguisher if needed. For safety's sake, don't drink and fry at the same time - savor your beer after the frying is finished.

Condors: perfect for last minute gifts!

Beer Spotlight

Michelob Amber

St. Louis, Missouri

Specialty malts make it notably smooth! Smoothness, deep-dark color and a roasted malt taste that finishes clean are the hallmarks of this distinctive brew. Brewed using 100-percent malt—including dark-roasted black and caramel malts and all-imported hops—Michelob AmberBock has a unique, rich amber color and smooth, full-bodied taste

Great option for lunch under $10!

Spinach Chicken Sandwich $ 7.99

A grilled marinated chicken breast topped with sautéed red pepper spinach, roasted red peppers, Applewood smoked bacon & smoked Gouda cheese. Served on a fresh baked egg roll and seasoned with our Summit blend.

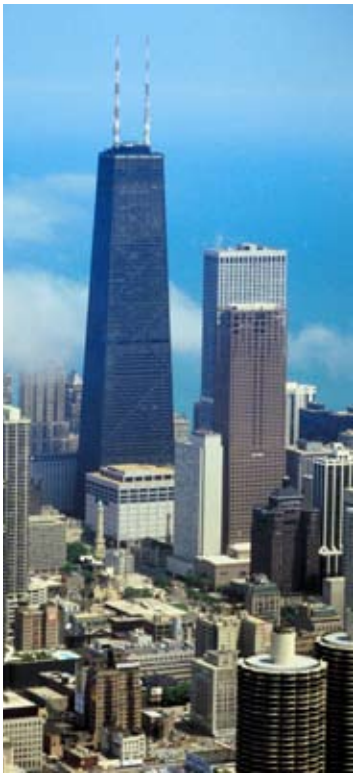
See our menu:
www.summits-online.com

This Week in History - 10/5

Oct 5th On this day in 1947, President Harry Truman (1884-1972) makes the first-ever televised presidential address from the White House, asking Americans to cut back on their use of grain in order to help starving Europeans.

Oct 6th On this day in 1866, the Reno gang carries out the first robbery of a moving train in the U.S., making off with over $10,000 from an Ohio & Mississippi train in Jackson County, Indiana. Prior to this innovation in crime, holdups had taken place only on trains sitting at stations or freight yards.

Oct 8th On this day in 1871, flames spark in the Chicago barn of Patrick and Catherine O'Leary, igniting a 2-day blaze that kills between 200 and 300 people, destroys 17,450 buildings, leaves 100,000 homeless and causes an estimated $200 million (in 1871 dollars; $3 billion in 2007 dollars) in damages.



Oct 11th On this day in 2002, former President Jimmy Carter wins the Nobel Peace Prize "for his decades of untiring effort to find peaceful solutions to international conflicts, to advance democracy and human rights, and to promote economic and social development."

Carter, a peanut farmer from Georgia, served one term as U.S. president between 1977 and 1981. One of his key achievements as president was mediating the peace talks between Israel and Egypt in 1978. The Nobel Committee had wanted to give Carter (1924-) the prize that year for his efforts, along with Anwar Sadat and Menachim Begin, but was prevented from doing so by a technicality--he had not been nominated by the official deadline.

The SUMMITS Calendar!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4	5	6	CRAB!! 7	8	9	7-9p 10
Highland Brewing	Warsteiner Oktober	Warsteiner Dunkel	Sweetwater IPA	La Goudale/La Divinetor	Magic Hat Odd Not.	Abita Andy Gator
	RANDALL! check your weekly email	Family Night! 5-9pm	Trivia ALL locations:8p double!		C + W: Trivia 9p S Trivia 10p	
11	12 Summits Univ. Cumming	13 Summits Univ. Snellville	CRAB!! 14	15 Summits Univ. Woodstock	16	7-9p 17
Blue Moon	Pilsner Urquell	Peroni Lager	Gaffel	Paulaner Hefe/Maredsous	Sam Adams Oct.	Woodchuck Amber
	RANDALL! check your weekly email	Family Night! 5-9pm	Trivia ALL locations:8p double!	Maredsous Dble Glass	C + W: Trivia 9p S Trivia 10p	
18	19	20	CRAB!! 21	22	23	7-9p 24
Leinenkugel	Spaten Okt/ Dunkel TShirt	Mike's Pink	Jever Pilsner	Abita Turbo Dog	Yuengling "180th"	Victory Moonglow
	RANDALL! check your weekly email	Family Night! 5-9pm	Trivia ALL locations:8p double!		C + W: Trivia 9p S Trivia 10p	
25	26	27	CRAB!! 28	29	30	7-9p 31
Heineken	Amstel	Newcastle	Strongbow Cider	Coors Light	Ayinger October	Rogue Dead Guy
	RANDALL! check your weekly email	Family Night! 5-9pm	Trivia ALL locations:8p double!		C + W: Trivia 9p S Trivia 10p	