

“Classic Car Night” BAR-B-CRUIS-IN News

“Listen up all you cool cats and crazy chicks!!” Our BAR-B-CRUIS-IN/“Classic Car Night” will be **every TUESDAY evening** beginning May 15th, and extending thru September, weather permitting. Now in its 16th year, this event features vintage cars popular throughout the Baby Boom Years ('46-'64) and up to 1975 on display in our parking lot. DJ's PJ the DJ and Dr. Doo Wop will be spinning the “stax of wax” from that era for your listening and dancing pleasure. You can tune in and hear them on *SMOKIN'* 99.9 FM, WQSA, PJ's “Rock 'n Roll” radio station. (Broadcast limited to approximately 1 mile.) Prizes donated by our sponsors will be raffled off!



QSA TODAY

Our former newsletter, PJ's BAR-B-Q Times, is now QSA TODAY and will be available on our website, www.pjsbarbqsa.com. This will be the last issue sent by mail to our former Q-Card Holders.

QUEMAIL®

If you would like to receive our QUE MAIL which includes up to date information, promotions, announcements and our newsletter, QSA TODAY, you can sign up on our website, www.pjsbarbqsa.com.

LOYALTY CARD

We invite everyone to apply for our Frequent Barbeque Diners License, which is officially required in order to receive our promotions and rewards. You can find an application on page 4 of this newsletter.

Gift Cards

Gift Cards are now available in any denomination. PJ's BAR-B-QSA's Gift Cards make great personal gifts to barbeque aficionados, family and friends.



“All the ‘Qs’
That's Fit to Print”

TODAY



A TASTE TOUR OF AMERICAN BARBEQUE®

PJ's BAR-B-QSA ...WE HAVE REACHED OUR DESTINATION!

After much planning and renovating, PJ's BAR-B-QSA has arrived! Our dream of serving the country's favorite regional styles of barbeque under one roof has become a reality. Now you don't have to travel to Kansas City, Memphis, Texas, North Carolina, Virginia or The Pacific Northwest to enjoy the great barbeque known to those regions for many years. While serving up these favorites, we've also taken time to recognize and honor those pioneers who paved the way for today's barbeque industry in America. You can catch a glimpse of them as you proceed to the order counter inside our restaurant on our “Wall of Flame.”

In the Spring of 2012, we proudly opened our doors, as we did 29 years ago, only this time, we will be open year round! While we will be serving the same great barbeque in the “summertime” atmosphere we have been known for, we invite you to come on in and see some of the changes and improvements we have made to enhance your dining experience.

At this crossroad, we continue to be grateful for the many loyal friends, customers and business associates from all over the Capital District and beyond who have helped to make our progress possible. Being a part of the Capital District business community of New York State is a true honor and privilege.

Thank you, everyone!

MISSION STATEMENT

TO SERVE, IN THE HIGHEST QUALITY, AMERICA'S FAVORITE REGIONAL BARBEQUE IN A COURTEOUS AND FRIENDLY ATMOSPHERE PROVIDED BY OUR WELL TRAINED BAR-B-CREW, WHILE MAINTAINING AND PERPETUATING OUR CORE VALUES WITHIN OUR RESTAURANT AND IN THE COMMUNITY WE SERVE.

- ★ POSITIVITY ★ HONESTY ★ IMPROVEMENT AND GROWTH ★
- ★ SHARING AND GIVING ★ COOPERATION ★ INTEGRITY ★

www.pjsbarbqsa.com.

Happy Trails!



**1 KAYDEROSS AVE. WEST ★ SARATOGA SPRINGS, NY 12866
(518) 583★CHIK or 583★RIBS ★ www.BARBQSA.com**

“Bike Night” BAR-B-CRUISER News



Beginning May 17th and extending thru September every **Thursday evening** will be BAR-B-CRUISER / “Bike Night” at PJ's BAR-B-QSA, weather permitting. All motorcycles are welcome, and there will be designated bike parking. PJ the DJ will be spinning the “stax of wax” from the Baby Boom era for your listening and dancing pleasure. You can tune in and hear him on *SMOKIN'* 99.9 FM, WQSA, PJ's “Rock 'n Roll” radio station. (Broadcast limited to approximately 1 mile.) Prizes donated by our sponsors will be raffled off!

QR Code

Our QR code, or Quick Response Code, will direct smart phone users to our website.



BAR-B-QSA

has a new
Facebook page
and is now on
Twitter!

 Like us on
Facebook

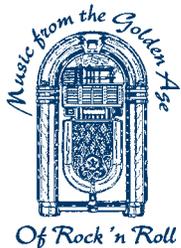
Follow us on Twitter
twitter

SMOOTHEE THE CLOWN RETURNS



Smoothee the Clown is back for another season. The ever-popular clown is a favorite of young and old alike as he entertains our patrons with his friendly humor and fabulous balloon sculptures. Look for Smoothee each and every Sunday (weather permitting).

WQSA – PJ's "Rock 'n Roll" Radio Station



PJ's broadcasts its very own radio station, SMOKIN' 99.9, WQSA. This low-watt station (broadcast limited to 1 mile) features PJ the DJ and his Rock'n Roll Show," with music from the Golden Age of Rock 'n Roll. Not only will you hear the popular standards, but you'll also hear more obscure songs which did not receive as much radio air time. These songs have the same great sounds as the ever popular songs. The show's format is from that glorious bygone era of "personality radio" and includes commercials, weather reports, requests and dedications, and prize give-aways during listener contests. The show is on air most evenings around 6:00 PM beginning on May 15th, weather permitting.

OUR COOKING FUELS

BAR-B-QSA uses two types of cooking fuels – hickory and mesquite wood and hardwood oak charcoal briquettes. The use of wood in our smokers creates an aromatic and flavorful smoke infused into our beef briskets, pork shoulders and pork spare ribs and leaves a pink smoke ring just under the surface crust (called bark). In the world of barbeque, the smoke ring is one of the most sought after properties of smoked meats. It shows that you have done a good job and properly low and slow smoked the meats.

Our chicken is rotisserie-cooked over a signature blend of hardwood charcoal briquettes made from oak wood. As the chicken halves are basted with our Cornell Recipe style baste, the drippings onto the charcoal briquettes below create a very unique and flavorful taste. In season, pork spare ribs are also cooked over charcoal at the outdoor pit.

We Make "WORKING" a Picnic!

In today's professional world, staff and management morale go hand in hand with growth and success. Your company or business can enjoy a great change-of-pace experience when you sit down and share a "picnic" meal prepared by PJ's BAR-B-QSA Catering.

**MONDAY – FRIDAY LUNCHTIME
24 HOUR NOTICE REQUESTED**

To order call 583-CHIK



CREDIT CARDS ACCEPTED



PJ's PARK 'n BARK®



"Man's best friend" has its very own area at PJ's. We have designated an area especially for dog and animal lovers. At PJ's PARK 'n BARK®, doggies can join the "Man Eating Chicken!!"

Doggie bags, biscuits and frisbees are available for your dog upon request!

BAR-B-QSA's WALL OF FLAME

BAR-B-QSA traced the evolution of barbeque in the major barbeque regions of America. Each of these regions has a unique "style". On our Wall of Flame, we proudly recognize and pay tribute to five barbeque pioneers who greatly influenced those barbeque styles featured on our menu. To view more noteworthy pioneers, please visit our website, www.barbqsa.com.

Robert Baker - New York

Walter Jetton - Texas

Henry Perry - Kansas City

Charles Vergos - Memphis

Jeff Swicegood - North Carolina

Sid Weaver - North Carolina

FEATURED REGIONAL STYLES

★ NY STATE FAIR CHICKEN ★

Rotisserie-cooked, over real charcoal basted with our style of the Cornell Recipe

★ MEMPHIS or KANSAS CITY RIBS ★

Hickory wood-smoked, St. Louis cut
Enjoy Memphis-Style with our signature rub or
Kansas City-Style with our sweet BBQ sauce

★ NORTH CAROLINA PULLED PORK ★

Pulled from whole pork shoulders,
hickory-wood smoked for 12 hours

★ TEXAS BEEF BRISKET ★

Mesquite wood-smoked for 13 hours
and rubbed with our special blend of spices

★ VIRGINIA SMOKED SAUSAGE ★

Whole links, char-grilled

★ PACIFIC NORTHWEST SMOKED SALMON ★

Hickory wood-smoked with our signature rub

"QUTE" SIGN

Our "Qute" sayings and messages are on display, in animation, near the order counter and at the bar area inside the restaurant. You can view them in the form of the old time Berma Shave signs that would be seen along the side of the highway. This highway animation features our very own "Chick Berry" and "Piggy Sue" on their BBQ road trip!

Poultry In Motion

Is your family, group or organization planning a get-together soon? Are you looking for a different as well as delicious eating experience? PJ's, famous for over 39 years in serving the Capital District true char-pit barbequed chicken and ribs – is ready to serve you! We'll prepare a barbeque just for you! If you want to pick it up, we'll have it ready to go in heat-sealed containers when you arrive. Or, if your order is large enough, we can deliver it piping hot, as if it were "right off the grill." Either way, there's nothing more appetizing than the sight and aroma of a barbeque prepared by PJ's BAR-B-QSA...coupled with the zest of the great outdoors! We invite you to enjoy a unique, change-of-pace eating pleasure - whether it's pickup or delivery, your place or ours, you'll see why we say at PJ's....

"We make eating a picnic!"®

OUR QUE-MUNITY PROGRAMS

PHOENIX AWARD



BAR-B-QSA, LLC and Sarasoda, Inc., producers of PJ's Crystal Beach Beverages, continue to sponsor the Phoenix Award, a program that was initiated in 2000. This monetary award is presented annually to deserving high school seniors in three high schools in NYS. Like the mythical Phoenix, who, after being destroyed and consumed

by fire, rose from the ashes reborn to fly again, these individuals have demonstrated the ability to rebound from adversity and personal hardship, rebuild their lives, exhibit success in the academic arena and have been accepted to an institution of higher learning. BAR-B-QSA, LLC and Sarasoda, Inc. take great pleasure in recognizing these exceptional individuals and their inspirational stories. For more information, visit our website, www.pjsbarbqsa.com. Award contributions can be sent to The Adirondack Trust Bank of Saratoga Springs, NY, c/o Phoenix Award.

march of dimes® march for babies®

For the past 7 years, PJ's BAR-B-Q has supported the efforts of the March of Dimes, a non profit organization with the mission to improve the health of babies by preventing birth defects, premature birth and infant mortality. The Davis Family's personal dedication to this cause has inspired PJ's to support the March of Dimes. WalkAmerica® has been renamed the March For Babies®, and took place on Sunday, April 29, 2012, with PJ's BAR-B-QSA providing the barbeque chicken for their walk.

BLANCHARD, WILLIAMS, HINE FOOD SERVICE ACADEMIC AWARD

We are proud to announce the creation of an award program in honor of three very special employees: Jean Blanchard, Robin A. Williams and Muriel Hine. Jean was our very first employee, when we began our business



as caterers in 1974. She since went on to work in our restaurant for many years. Robin was a long time employee at our restaurant and affectionately became known as the "Beverage Queen." Muriel (better known as Moo Moo to all of us at PJ's) has been working with us since the early 70's as our main prep person. Her knowledge of food in general has lead to the creation of many of our delicious menu items! These three individuals have gone above and beyond expectations and have provided an inspiration to many individuals with whom they have worked. To honor their loyalty and service to PJ's, we have established the Blanchard, Williams, Hine Food Service Academic Award to be given to a Saratoga Springs High School senior, GED graduate, Pro Start Student or first time freshman who is enrolling in a restaurant or food service related program. This monetary award will be offered on an annual basis. For more information, visit our website, www.pjsbarbqsa.com.

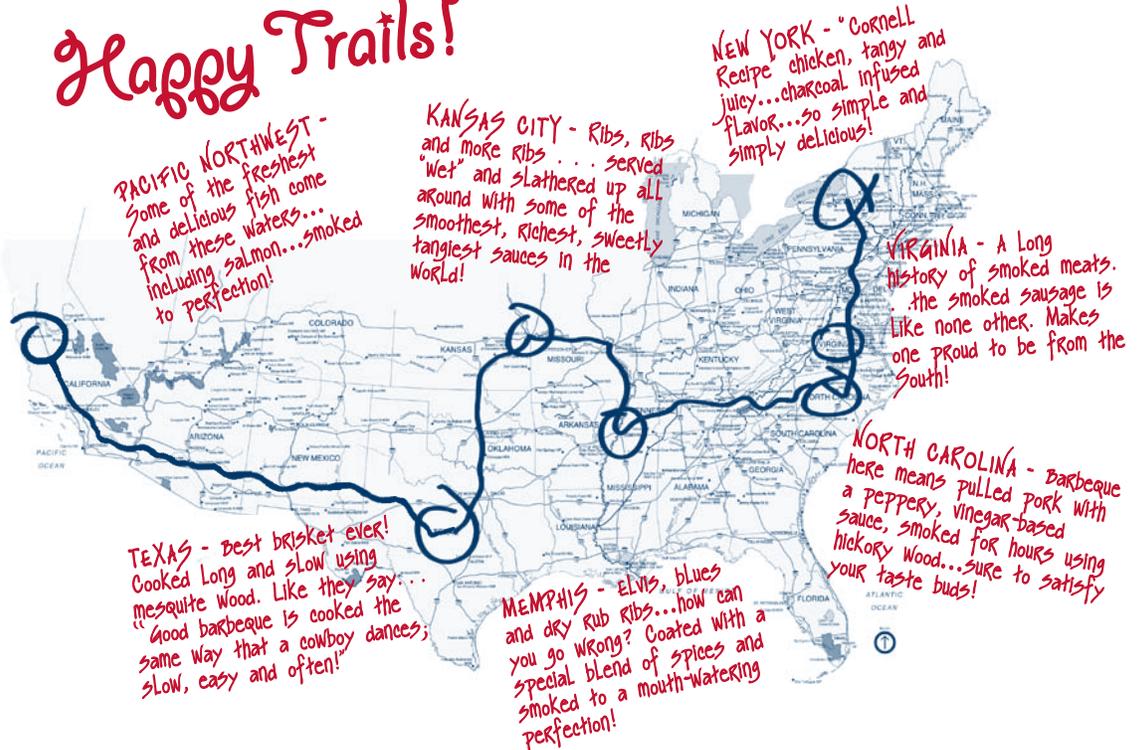
BAR-B-QSA's vision is to become the most recognized brand of America's regional styles of barbeques. It will be

a quick-serve, casual restaurant concept that is today's answer to the classic American road trip. The Davis

family recently visited over 50 of America's most popular barbeque restaurants in our quest to tastefully represent these regions. The map on the right depicts our delicious barbeque itinerary!



Happy Trails!





Established in 1998 at PJ's BAR-B-Q in Saratoga Springs, Sarasota, Inc., has continued to flourish as the Davis family's independently owned beverage company. Loganberry, a non-carbonated fruit drink that is a cross between ripe and tasty blackberries and red raspberries has been the flagship flavor of the Crystal Beach brand and was inspired by the legendary amusement park once nestled on the shores of Lake Erie above the roar of the mighty Niagara Falls. PJ's Crystal Beach Loganberry

and Diet Loganberry are distributed locally by Saratoga Eagle Sales and Service and are sold in various outlets including PJ's BAR-B-QSA, Price Chopper, Wegmans and Tops across New York State.

PJ's Crystal Beach Original Loganberry is available in 2 liter bottles, 20 oz bottles, 12 oz cans (fridge case), 2.5 gallon Bag-In-the-Box containers and 1 liter (4+1) syrup. Crystal Beach Diet Loganberry is available in 2 Liter bottles and is zero calorie, has no sugar and is sweetened with Splenda! To sign up for our newsletter or to order Crystal Beach Loganberry online, visit our website, www.loganberry.com or www.thirstmonger.com

New Development: Crystal Beach is taking a run at a new product offering that is currently under development! Sometime this year a Sparkling Loganberry sweetened with pure cane sugar will be available in 12 oz glass bottles in a 4 pack! Stay tuned!

In 2007, Sarasota, Inc. formed an alliance with ABARTA Beverage Group, owners and operators of four Coca-Cola Bottling Companies located in Cleveland, OH, Buffalo, NY, Lehigh Valley, PA and Chester County, PA. These four franchises have annual combined sales of 17 million cases, making ABARTA the country's seventh largest bottler of Coca-Cola. In addition to this alliance, Jady Conboy (married to Chris Conboy), PJ and Carolyn's daughter, has been employed by ABARTA as V.P. of Brand Management heading up GTG Beverages, at the corporate headquarters in Pittsburgh, PA since 2007.

Sam Tubolino, President of Sarasota, has played an integral role in the development and advancement of our beverage company. Sam has spent his third year enjoying retirement wintering in Nevada, volunteering his service and expertise at St. Jude's Ranch for Children. Sam's contributions to Sarasota over the years will have a lasting impact and the effects of his efforts will continue to resonate as we grow.

Sarasota, Inc. continues to sponsor the Phoenix Scholarship award, a program that was initiated in 2000. The award is presented annually to deserving high school seniors who meet specified criteria. Like the mythical Phoenix who, after being destroyed and consumed by fire, rose from the ashes reborn to fly again, these individuals have demonstrated the ability to rebound from adversity and personal hardship, rebuild their lives, exhibit success in the academic arena and have been accepted to an institution of higher learning. Sarasota, Inc. takes great pleasure in recognizing these exceptional individuals and their inspirational stories.

Crystal Beach Loganberry is now on Facebook and Twitter. To get updates on new products and distribution locations visit us on Facebook: [CrystalBeachLoganberry](https://www.facebook.com/CrystalBeachLoganberry) or follow us on Twitter at www.twitter.com/drinkloganberry.



Latest News feed: Crystal Beach Loganberry is now in Charlotte North Carolina at Buffalo Cravings! Visit their website at www.buffalocravings.com.

Outside of New York State, Crystal Beach Loganberry can now be found at:

Goodfella's Pizzeria at their 2 locations in Lexington, KY.

<http://www.goodfellaspizzeria.com/index.php?action=contact>

Cup Crazed Cakery (Fort Mill, SC), "Winner of the Cupcake Wars" on the Food Network. <http://www.cupcrazed.com/>

PJ's BAR-B-Q®
Saratoga Style®

We make eating a picnic.®

1 Kaydeross Avenue West
Saratoga Springs, NY 12866

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
GLENS FALLS, NY
PERMIT NO. 511

If you would like to receive our Loyalty Card aka Diners License, please cut the application along the dotted lines, take the test and mail it to :

PJ's BAR-B-QSA

1 Kaydeross Ave West • Saratoga Springs, NY 12866

You will receive your
Diners License in the mail.



**FREQUENT BARBEQUE
DINERS LICENSE**

TEST AND APPLICATION

Please note: A BAR-B-QSA Diners License is officially required in order to receive BAR-B-QSA's promotions and rewards. Upon successful completion, your Diners License will be mailed to you.

PART 1 - DINERS LICENSE TEST

Directions: Please **CIRCLE ONE** answer for each question.

Question 1

When you see this sign, it means:

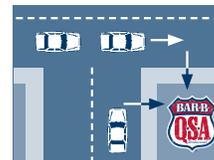
- A. Great BBQ
- B. Great Service
- C. Great Value
- D. All of the above



Question 2

You are approaching a BAR-B-QSA. You should:

- A. Come to a full stop and immediately turn in
- B. Contain your excitement and maintain composure
- C. Be prepared for a delicious BBQ experience
- D. All of the above



Question 3

You are a passenger, and you determine that your driver is not going to a BAR-B-QSA. You should:

- A. Let the driver know you are not happy
- B. Offer to take the wheel
- C. Ask to be let out of the car
- D. All of the above



PART 2 - DINERS LICENSE APPLICATION

PLEASE PRINT

First Name _____

Last Name _____

Street Address _____

City _____ State _____ Zip _____

Birth Day _____ Birth Month _____

E-mail _____

QuemailSM - Check here if you would like to receive up-to-date information including promotions, announcements and our QSA TODAY Newsletter. For security purposes, please be assured that we do not share, distribute, copy, sell, trade or in any way make available your name, email address or any other personal information to any third party without your permission.

Road Trip Approved

1 KAYDEROSS AVE. WEST ★ SARATOGA SPRINGS, NY 12866
(518) 583★CHIK or 583★RIBS
www.BARBQSA.com

