

MAX & LOUIE'S
NEW YORK DINER

October-December 2024

EVERYTHING YOU LOVE TO EAT

Make holiday hosting simple with your go-to favorites wrapped to go.

maxandlouies.com | 226 West Bitters Rd., Ste. 126, San Antonio, TX 78216 | 210-483-7600



Thanks to you, Max & Louie's is celebrating our eighth year of business this fall. While our space has expanded from 125 to almost 300 seats, and our menu has evolved (have you tried our pizzas and calzones?), a lot of things about Max & Louie's haven't changed. We're fanatical about hospitality - it's what we live and breathe here. We're focused on creating exceptional experiences for our customers, and we're grateful to the San Antonio community for being fanatical about coming to Max & Louie's.

We're also excited to open Melvin's, our new concept (named after my father), right next door. Meet me at Melvin's for homemade ice cream, our new espresso bar, and the best desserts in the city.

This time of year is filled with holiday gatherings and the foods that bring friends and families together. We hope you'll make Max & Louie's part of your holiday traditions this year.

Drew

BONUS

Tell your server your favorite thing about this newsletter and...



Get a free cookie!

COOK LESS = ENJOY MORE

Holiday madness ends when you let Max & Louie's do the cooking. When you're hosting a hoard of family and friends, enjoy your time together with these simple time-saving shortcuts, courtesy of Max & Louie's.

1 **Let them eat snacks.**
Fill your fridge and pantry with grab-and-go goodies like bagel chips, tuna, chicken, and egg salads, reheatable meatballs and sauce, soups, and salads. Got some big eaters? Have some calzones and stuffed cabbage rolls on hand for the win.





2 **Give them desserts.**
Bring home a tray of cookies, brownies, rugelach, babka, cake slices, cream puffs and eclairs.



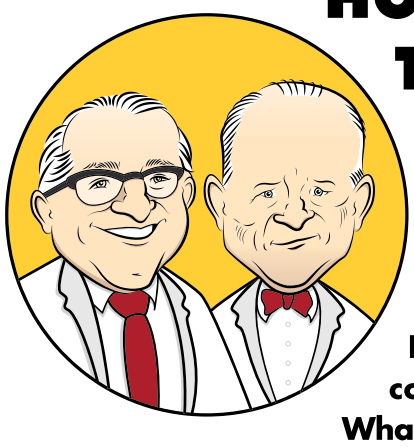
3 **Wake but don't bake.**
Let them schmear cream cheese on their bagels, pour syrup on pancakes and waffles, top their biscuits with gravy and butter their rolls.



4 **Make meals simply delicious.**
We specialize in catering lunches and dinners from our menu of everything you love to eat. Order by the individual platter or allow us to create family-size heat-and-serve trays of your favorites. Of course, we'll provide disposable plates and service items, too. Bonus – no dishes!

Call us at 210-483-7600 or order online at maxandlouies.com

HOST WITH EASE WITH THESE TO-GO FAVORITES



At Max & Louie's, we slice our own meats, serve overstuffed two-fisted sandwiches with a pickle on the side, and have a pretty long list of traditional deli items on the menu, including things like chopped liver, tuna salad, lox, knishes, blintzes, babka, and more.

Scan the QR code to View the Full Menu.

Everything we serve has a back story, a history, and a real place in our hearts. So, we hope you will come by soon and try something new—maybe something nostalgic or something steeped in tradition. Whatever you decide, you won't leave hungry, that's for sure.

SUNDAY – THURSDAY: OPEN 7AM – 9PM, FRIDAY – SATURDAY: OPEN 7AM – 10PM

BREAKFAST

Salami & Eggs 15.95
Pancake-style omelet with grilled Hebrew National salami, made with three (3) extra large farm fresh eggs, served with home fries or hashbrowns and choice of toast

Challah French Toast 12.95
Three (3) thick challah bread slices dipped in our egg custard and griddled. Served with housemade warm maple butter syrup.
Make it a platter, add 2 eggs, bacon or sausage +3.95





Smoked Salmon Benedict 18.95
Toasted english muffin, poached eggs, smoked salmon, topped with hollandaise, served with home-fried potatoes
sub over (2) potato latkes + 4.95

TRIVIA
How many loaves of Challah bread does Max & Louie's bake in a week?



Answer: It's 2,000 loaves!

SMOKED FISH
All fish platters come w/lettuce, tomatoes, onions, carrots, cream cheese and a toasted bagel



Bagel and Lox Sandwich 16.95
Our fresh baked bagel, topped with cream cheese, smoked salmon lox, tomato, onion and capers

Smoked Salmon Lox Platter 19.95
Smoked salmon lox imported from Brooklyn

Smoked White Fish Salad Platter 19.95
Housemade smoked white fish salad

Smoked Fish Combo Platter 24.95
Sliced smoked salmon lox and smoked white fish salad

BREAKFAST SIDES

French Toast (1) 5.95
Smoked Salmon Lox (2oz.) 6.95
Smoked White Fish Salad (2oz.) 6.95

BAKERY

Babka Muffin: 5.95 | Loaf: 12.95
A rich sweet bread braided with chocolate or cinnamon.

Rugelach 4.95 (3)
Bite-sized sweet pastries filled with fruit jam, chocolate or cinnamon.



Black & White 4.95

Linzer Tart 4.95

Bagel Chips 6.95

Baker's Dozen - 13 21.99
Choose from our traditional and popular flavors.

Hamantaschen 3.50 each | 18.50 half dozen | 32 full dozen
Our delicate house-made pastry dough is expertly folded into perfect triangles, each filled with fresh fruit jam. Enjoy a taste of Jewish heritage with every bite.



LUNCH & DINNER

SHAREABLES

Pastrami Chili Cheese Fries 12.95 Half 19.95 Full
Texas-size platter of fries, homemade chili, cheeses, topped with our famous pastrami

Our Famous Chopped Liver Platter 16.95
Grandma's chicken liver recipe, served with tomato, cucumbers, red onion and bagel chips

New York Deli Pickle Platter 12.95
Assorted pickles, pickled tomato, sauerkraut, pickled red pepper

APPETIZERS

Hungarian Stuffed Cabbage 12.95 (1) 19.95 (2)
Beef and rice stuffed cabbage rolls simmered in our sweet & sour tomato sauce, served with bagel chips

Potato Latkes 6.95 (1) 12.95 (2)
Crispy potato pancakes, served with apple sauce and sour cream

Cheese Blintzes 14.95
Three (3) crepes filled with a delicious blend of farmers and cottage cheeses, served with berry sauce and sour cream



Potato Knish 6.95
Gabilla's Coney Island special dough filled with mashed potato and onions

Noodle Kugel Kupcake 5.95
Our famous baked noodle-raisin-custard casserole is a traditional Jewish treat.

MILKSHAKES

Handspun Diner Milkshake 9.95
Choose from vanilla, chocolate, strawberry or coffee

Black & White Milkshake 9.95
Vanilla ice cream with chocolate syrup

^ You can make your diner shake boozy for +$5!



BAR & BEVERAGES

Happy Hour: Monday-Friday, 3-6pm

Scan the QR codes to view the full drink menus!



Max's Margarita 8.00
Cazadores Tequila
Tequila, triple sec and lime

View Full Bar Menu



May I Have An Egg Cream, Please? 6.95
A Classic New York Fountain Drink: Fox's U-Bet chocolate syrup, milk and seltzer water, hand whipped to frothy perfection!

Two-Cents Plain 2.95
Glass of ice cold seltzer water.
(Free Refills)

Fresh Squeezed Lemonade 5.95
Add any flavor syrup.

View Full Beverage Menu



BURGERS

OUR BURGERS ARE HALF POUND CERTIFIED ANGUS BEEF SERVED WITH FRENCH FRIES AND NEW YORK PICKLE ON A FRESH BAKED BRIOCHE BUN

SUB FOR VEGGIE BURGER +3.95
SUB ONION RINGS + 3.95
SUB SWEET POTATO FRIES +2.95
ADD FRIED EGGS +1.95
ADD AVOCADO +1.95
ADD 2OZ PASTRAMI +4.95



B • F • S
BURGER, FRIES & SHAKE 21.95

JUST ORDER IT!

OPEN-FACED SANDWICHES

Open-faced Reuben 22.95
Pastrami, corned beef or turkey with sauerkraut, thousand island dressing, smothered with melted swiss cheese over rye bread

Open-faced Roast Turkey 18.95
Served with mashed potatoes, cranberry sauce and brown gravy over country white bread

Open-faced Roast Beef 18.95
Served with mashed potatoes & brown gravy over country white bread



Open-faced Meatloaf 19.95
Served with sauted onions, mushrooms, mashed potatoes and brown gravy over challah bread

Open-faced Tuna Melt 18.95
Our famous tuna salad served on rye bread, topped w/ melted cheddar
Add tomato +1.95 • add bacon +1.95

SIDES

Knish 5.95
Scoop Of Chopped Liver 6.95
Scoop Of Tuna Salad 6.95
Scoop Of Chicken Salad 6.95
Scoop Of Egg Salad 4.95

COLD NEW YORK DELI SANDWICHES

ALL OF OUR SANDWICHES ARE MADE WITH THE FRESHEST INGREDIENTS ON HOUSE-BAKED BREAD,
SERVED WITH COLESLAW AND A NEW YORK PICKLE.
ON A BAGEL +.95 • GLUTEN-FREE BREAD +1.95
ADD FRENCH FRIES 4.95
ADD ONION RINGS + 6.95 ADD SWEET POTATO FRIES +5.95

Roast Beef 16.95
Freshly sliced roast beef w/ lettuce & tomato on fresh-baked onion roll

Chopped Liver 15.95
Housemade chopped chicken liver served w/ lettuce, tomato & red onions on rye

New York Deli Salami 15.95
Hebrew National salami on rye

Tuna Salad Sandwich 15.95
Solid white albacore tuna, celery, mayo, lettuce & tomato

Egg Salad Sandwich 14.95
Chopped hard-boiled eggs, celery, mayo, lettuce & tomato

HOT NEW YORK DELI SANDWICHES

ALL OF OUR SANDWICHES ARE MADE WITH THE FRESHEST INGREDIENTS ON HOUSE-BAKED BREAD, SERVED WITH COLESLAW AND A NEW YORK PICKLE.
ADD A SCOOP OF CHOPPED LIVER TO ANY SANDWICH + 4.95
ADD FRENCH FRIES 4.95
ADD ONION RINGS + 6.95 ADD SWEET POTATO FRIES +5.95

Reuben 19.95
Choice of hot pastrami, corned beef or turkey piled high with sauerkraut, swiss cheese and thousand island on grilled rye bread

Hot Pastrami 17.95
Piled high on rye

The New Yorker 16.95
Hot roast beef, bacon, melted mozzarella, horseradish sauce on toasted hoagie roll



Broadway Deli Dip 16.95
Hot sliced roast beef, melted mozzarella on onion roll, served w/ au jus

Philly Cheesesteak 16.95
Hand-shaved beef, grilled onions and peppers, cheese sauce and melted provolone cheese on our fresh-baked hoagie roll
add jalapeños +.95 add crispy bacon +1.95

Meatball Parmesan Hero 16.95
Housemade meatballs, tomato sauce and melted mozzarella

Chicken Parmesan Hero 16.95
Breaded chicken cutlet, tomato sauce and melted mozzarella

SOUPS & SALADS

Chicken Matzoh Ball Soup 7.95 reg bowl 12.95 lg bowl
Homemade chicken soup, matzoh ball(s), pulled chicken, vegetables and noodles

Split Pea Soup 7.95 reg bowl 12.95 lg bowl



Trio Salad Platter 16.95
Scoops of tuna, egg and chicken salads on fresh mixed greens, with tomato, carrots and cucumbers
Sub any one for White Fish Salad or Chopped Liver + 3.95

ENTREES

ADD A SIDE GARDEN OR CAESAR SALAD TO ENTREE +5.95



Hungarian Stuffed Cabbage 24.95

Two (2) large cabbage rolls stuffed with beef and rice in a sweet & sour tomato sauce, served with mashed potatoes

KIDS MENU

Cheeseburger 9.95
Classic 1/4lb burger with American Cheese, served w/ veggies or fries!

Chicken Fingers (3) 9.95
Served with ranch dressing and veggies or fries!

Hot Dog 9.95
New York deli beef frankfurter, served w/ veggies or fries!

Cheesy Eggs 9.95
Two (2(fluffy scrambled eggs with cheese, served with home fries.

French Toast 9.95
Served with warm maple butter syrup.

Mac & Cheese 9.95
Elbow macaroni and cheese, served w/ veggies or fries!

Pizza Bagel 9.95
Open faced bagel, pizza sauce, melted mozzarella
served w/ veggies or fries!

Spaghetti & Meatballs 9.95
Our homemade meatball and grated parmesan cheese over spaghetti

Silver Dollar Pancake Stack 9.95
Served with warm maple butter syrup.

Kids Sundae or Milk Shake 5.95

TRADITION, TRADITION. TRADITION!

Serve all the holiday go-tos with our special holiday to-go menus.

Thanksgiving: The bird, the stuffing, the sides, the pies and desserts. It's all expertly cooked and in the bag. Order extra breads, rolls, and appetizers to round out the feast. Then, plate it up at home and take all the compliments.

Hanukkah: Latkes, applesauce and doughnuts, oh my! Add a tray of roasted chicken, rice pilaf, and freshly prepared veggies and really light up all eight nights.

Christmas: Wrap it up with deli platters for build-your-own sandwiches whenever you please or order our sparkling Holiday Feasts filled with turkey, ham or steaks and all the fixings. Make sure to get enough for leftovers too.

Scan the QR code to Order All Your Catering Needs NOW!





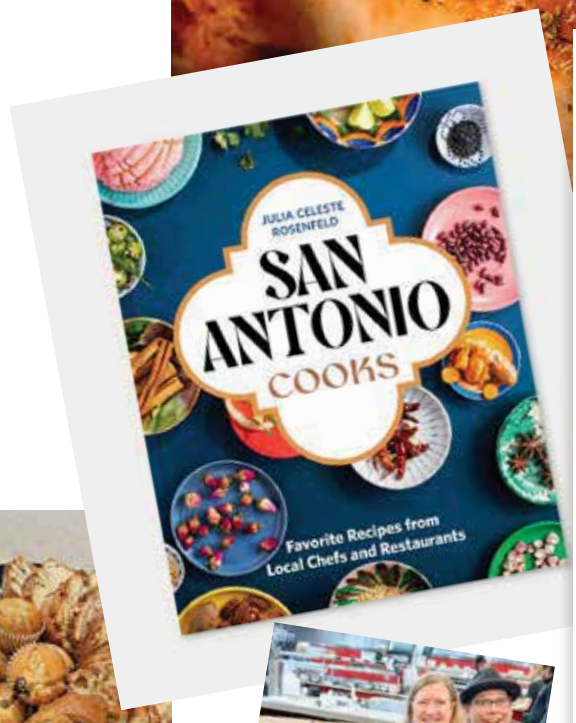
BREAKING THE RULES

Every industry has its secrets and restaurants are no different. We'll let you in on why our menu items are priced as they are.

We only use top-shelf ingredients from breads, cheeses, meats, pickles, sauerkraut, dairy goods and more.
We don't reduce portion sizes when ingredient prices rise.
We will never compromise on quality because YOUR HAPPINESS comes first.

We know our customers would taste the difference if we substituted lesser-quality ingredients for our standard high-quality ones. And you would notice if we cut corners and portion sizes when prices rise. So we simply won't compromise. And we believe you won't either. That's why you're here.

Thank you for continuing your tradition of supporting our local family-owned small business. Your love keeps us focused on always doing the right thing. ***Because we know you CAN taste the difference.***





PERFECT FOODIE HOLIDAY GIFT

We're still kvelling over being included in *San Antonio Cooks*, one of the most beautiful cookbooks in kitchens around the world (we're not biased, really). The first printing sold out (!) but more are available now. Buy yours, autographed by Drew himself, and enjoy more than 80 recipes (including our split pea soup and cabbage rolls) from some of the city's top chefs. It's available at the bakery counter.

OCTOBER

October 17: National Pasta Day – Saucy enough for the whole family!

October 18: Meatloaf Appreciation Day – Our diner classic sets the standard.

October 27: National Potato Day – Try our latkes as a delicious side. Sorry fries.

NOVEMBER

November 3: National Sandwich Day – No explanation needed.

November 10: National Split Pea Soup Week – Ours is from a family recipe!

November 26: National Cake Day – You can't go wrong with our carrot cake.

DECEMBER

December 5: National Comfort Food Day – We've got a menu full of choices!

December 11: National "Have a Bagel" Day – We celebrate this EVERY day!

December 15: National Cupcake Day – Bring some home for the whole family!

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