

MAX & LOUIE'S
NEW YORK DINER

January-February-March 2025

EVERYTHING YOU LOVE TO EAT

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

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



Happy new year! I'm excited to introduce you to Melvin's, our new next door neighbor and sweet new concept. Named for my father, Melvin's offers an intimate setting for quick bites, desserts and coffee. Step up to the counter to order from the wide range of 100% scratch-made baked specialties, handcrafted creative ice creams and individually prepared coffee and espresso drinks. Our expert pastry chef Jenn Riesman is a gifted baker and confectioner who has worked in prestigious kitchens around town, becoming Instagram famous and rightfully celebrated for her amazing way with delicious treats. We're so lucky to have her enthusiastic expertise.

My dad Melvin Glick was Louie's son, and a kosher butcher and caterer who taught me about great food and outstanding service. He also instilled a strong entrepreneurial spirit in me that keeps me focused on bringing you the very best on every visit. Our entire crew at Max & Louie's and Melvin's is dedicated to fanatical hospitality. Let us know if we can do anything to enhance your experience.

Turning the calendar to a new year brings possibilities and a renewed zest for life. My staff and I wish you, your family and your dear friends a year of happiness and health.

Drew

SWEET ON YOU

Try one of Melvin's new creations. Just say, "cookie monster" to your server.



HOT + CHILL = MELVIN'S

ilovemelvins.com | 226 West Bitters Rd., Ste. 124, San Antonio, TX 78216

1 **HOT coffee, espresso, latte, cortado, mocha, macchiato** is made to order from a proprietary Melvin's coffee bean blend from local roaster What's Brewing. We're that serious about it. We also serve nitro cold brew, chai tea, matcha lattes, hot chocolate and a variety of teas. Still love the original coffee at Max & Louie's? We've got that too. Hot or cold.



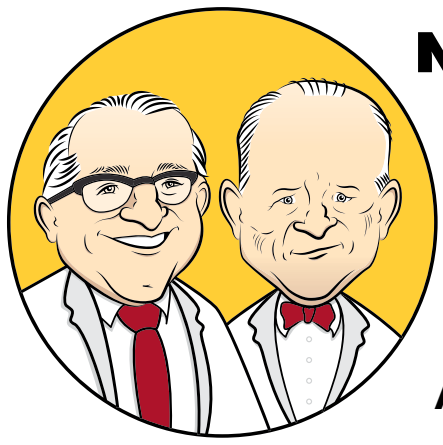


2 **CHILL with handcrafted ice creams,** made the all-American way with real cream and handpicked ingredients. Our signature flavor, Mel-o-Mar, was created in honor Melvin himself who loved cookies called Mallomars. Jenn has whirled graham cracker crumble, marshmallow swirls and chocolate ganache into rich vanilla ice cream to create your new favorite flavor. We also have classic flavors, rotating seasonal flavors, dairy-free sorbets, sundaes, milkshakes, ice cream sandwiches, and pints to go. And don't forget that our waffle cones are made in house too!

3 **HOT + CHILL work well together.** An affogato is proof. Born in Italy this dessert beverage features an ice cream scoop of your choice topped with espresso. As the ice cream drowns (the translation of affogato) in the coffee you'll understand the popularity of this sensory fusion.



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



NEW YEARS RESOLUTION? WE'VE GOT YOU COVERED!

Our huge menu has always had something for everyone.
That's especially meaningful as the new year rings in scrutinized habits.

When you're hosting at home or at the office, turn to us for simple solutions to your special guests with unique dining needs. Our team can help you select delicious dishes that are meatless, gluten-free, Paleo friendly, low carb, dairy free yet chock full of flavor. And just like always, no one will leave hungry after a Max & Louie's meal!

IT'S A NEW YEAR OF HAPPINESS! HERE'S A SAMPLING OF OUR MENU.

Scan the QR code to View the Full Menu.

BREAKFAST

Salami & Eggs
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
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.

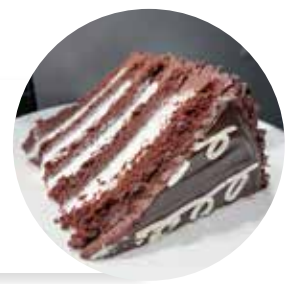




New York Deli Benedict
Grilled house-baked rye bread, poached eggs, hot pastrami, topped with hollandaise, served with home-fried potatoes.
sub over (2) potato latkes.

TRIVIA

How sweet is Max & Louie's (and Melvin's)?



Answer: Very sweet and so are you! We make and you order 2700+ indulgent baked goods, sweets, and ice cream items every week.

SMOKED FISH

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

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

Smoked Salmon Lox Platter
Smoked salmon lox imported from Brooklyn

Smoked White Fish Salad Platter
Housemade smoked white fish salad

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



BREAKFAST SIDES

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

BAKERY

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



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



Black & White

Linzer Tart

Bagel Chips

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

Hamantaschen (single)
half dozen | 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 Half | Full
Texas-size platter of fries, homemade chili, cheeses, topped with our famous pastrami

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

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

APPETIZERS

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



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

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

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

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

MILKSHAKES

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

Black & White Milkshake
Vanilla ice cream with chocolate syrup

^ You can make your diner shake boozy!



OPEN DAILY, SUNDAY – THURSDAY: 6AM – 9PM FRIDAY – SATURDAY: 6AM – 10PM

COFFEE, ESPRESSO, TEAS & DRINKS

LATTE
CAPPUCCINO
CORTADO
MACCHIATO
MOCHA
ESPRESSO
AMERICANO
NITRO COLD BREW
COLD BREW
MAX & LOUIE'S DRIP
MAX & LOUIE'S ICED COFFEE

HOT TEA
CHAI LATTE
MATCHA LATTE
HOT CHOCOLATE
ICED TEA
(SWEET OR NOT)
FRESH SQUEEZED OJ

MELVIN'S
Homemade Ice Cream & Espresso Bar

Scan the QR code to view the full menu.

ilovemelvins.com

ICE CREAM & DESSERTS

CUP · CONE · COOKIE

Vanilla
Chocolate
Mint Chocolate Chip
Cookies & Cream
Coffee
Strawberry
Chocolate Chip
Mel-O-Mar
graham cracker, marshmallow and chocolate ganache

Shakes
Floats
Sundaes

Pastries
Cookies
Breakfast

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
SUB ONION RINGS
SUB SWEET POTATO FRIES
ADD FRIED EGGS
ADD AVOCADO
ADD 2OZ PASTRAMI

B • F • S
BURGER, FRIES & SHAKE

JUST ORDER IT!



OPEN-FACED SANDWICHES

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



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

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

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

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

SIDES

Knish
Scoop of Chopped Liver
Scoop of Tuna Salad
Scoop of Chicken Salad
Scoop of Egg Salad

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 • GLUTEN-FREE BREAD
ADD FRENCH FRIES - ADD ONION RINGS - ADD SWEET POTATO FRIES

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

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

New York Deli Salami
Hebrew National salami on rye

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

Egg Salad Sandwich
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 SCOOP OF CHOPPED LIVER TO ANY SANDWICH
ADD FRENCH FRIES - ADD ONION RINGS
ADD SWEET POTATO FRIES

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

Hot Pastrami
Piled high on rye

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

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



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

Meatball Parmesan Hero
Housemade meatballs, tomato sauce and melted mozzarella

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

SOUPS & SALADS

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

Split Pea Soup reg bowl | lg bowl



Trio Salad Platter
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

ENTREES

ADD A SIDE GARDEN OR CAESAR SALAD TO ENTREE



Homestyle Meatloaf
Topped with sauteed onions, mushrooms and brown gravy, served with mashed potatoes.

KIDS MENU

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

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

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

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

French Toast
Served with warm maple butter syrup.

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

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

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

Silver Dollar Pancake Stack
Served with warm maple butter syrup.

Kids Sundae or Milk Shake

MELVIN'S
Homemade Ice Cream & Espresso Bar



MEET OUR CONFECTIONIST

Jenn Riesman likes the creative freedom she's found at Melvin's. As the Confectioner in Chief, Jenn collaborates with owner Drew Glick to unleash the full potential of their culinary dreams. Her specialty? Taking a staple, like a Rice Krispie Treat for example, and punching it up with the smokiness of brown butter and burnt marshmallow.

The Rockwall, TX native wasn't interested in watching TV as a kid. Instead she headed to the kitchen, entertaining herself by baking. "You go outside yourself when you bake," she explains. "You focus on details, subtleties, little twists and tweaks." So she made it her formal study and career.

Jenn was lauded as the opening Executive Pastry Chef at Hotel Emma in 2015. Prior to that she worked at other boutique hotels including as pastry chef at Las Canarias at the Omni la Mansion del Rio on the San Antonio Riverwalk. Leading a team of bakers is just one of the things she loves about her job. "It's not just baking skills. It's helping others see themselves as part of team. Watching them blossom and grow."

Producing the sheer number of fresh-baked goods available daily at Melvin's and Max & Louie's is a new challenge for the experienced chef. "I'm feeling both awe at the volume and variety, plus excitement at learning to tackle it head on every day. We'll be adding even more items too. But my team and I are up to it," she says. You'll taste their dedication in every bite.



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.***

IT'S HAMANTASCHEN TIME!



One of our special seasonal pastries are called **hamantaschen**, a delicate cookie inspired by a three-cornered hat. They make their appearance in our bakery case a week or two before Purim. This year, Purim is celebrated from sundown on Thursday, March 13 and ends at nightfall on Friday. It's a joyful and festive day of costumes and plays depicting the biblical story and characters detailed in the Book of Esther.

Hamen, a miserable guy and advisor to King Achashverosh, plotted to massacre Jews in the time of the Persian empire. In short, the king's wife, Esther, stepped in to save the day aided by Mordecai, a fierce warrior who led the Jews to a successful rebellion.

Max & Louie's hamantaschen are available with a variety of fillings – such as sweet poppyseed, apricot, and raspberry.

ORDER THEM IN ADVANCE FOR A BIG CROWD! THEY SELL OUT FAST!

JANUARY

January 4: National Spaghetti Day – Our sauces are Mama Mia!

January 25: National Irish Coffee Day – Add a little tipple to our spectacular brew.

January 31: National Hot Chocolate Day – It's real here, and it's delicious.

FEBRUARY

February 9: National Pizza Day – Handmade dough, generous toppings, made to order.

February 18: National Drink Wine Day – We've curated a fine and affordable collection.

February 25: National Chili Day – Have you tried our Pastrami Chili Cheese Fries?

MARCH

March 9: National Meatball Day – Our Meatball Parm Hero saves the day!

March 13: Purim – Try a few hamantaschen – or corner the market with a few dozen.

March 14: Pi Day – Order a slice of our pie and celebrate a well-rounded life.

March 25: National Waffle Day – Ours are scratch-made beauties. Ditto on the cones.

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