

MAX & LOUIE'S
NEW YORK DINER

July-August-September 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



SUMMERTIME AND WE'RE MAKING IT EASY

Summer brings fun memories for our family. As young parents of twins it meant days at the beach, breezy evenings outside, rainy day movies together and lots of parties and gatherings. Oh, and the all-important ice cream truck. In Long Island where we raised our kids, summer activities are a priority and keeping mealtime simple the main goal.

Our family and friends spent a lot of time in diner booths, taking advantage of the huge menus to give us all the ideal mix of delicious choices and convenience. We often ordered enough to take with us for the next day's picnic, or dropped into our favorite diners for to-go meals on the way to or from our activities.

And now, as diner owners, Wendy and I see you doing the same. Our kids are grown and married, we're grandparents (where did the time go?) and seeing young families at Max & Louie's enjoying summer treats reminds us of what's important to us all: delicious choices and convenience. Still the dynamic duo of superhero families.

For more than eight years we've enjoyed helping San Antonio families embrace diner life. A diner makes it easy to fill the wide range of multigenerational requests – especially during the "only eats grill cheese" phase, the "can't seem to eat enough" years and the quest for "eating light."

We're also pleased to serve you at Melvin's, fulfilling your dreams of high quality ice cream, shakes, floats, sundaes and desserts. They're not JUST summer treats, of course. The Texas heat makes our frozen delights an essential item when the temperatures rise or when the kids get antsy all year long. And don't forget you can get it all to go or relax in our AC as you all chill out.

At our core we are family serving families. We wish you a family-friendly summer filled with memories as warm as our own.

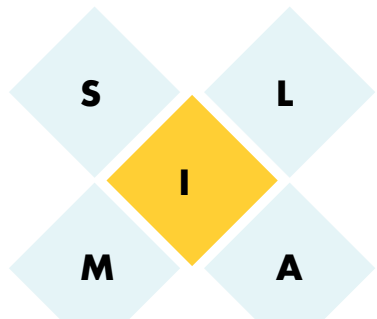
Drew

GAME TIME

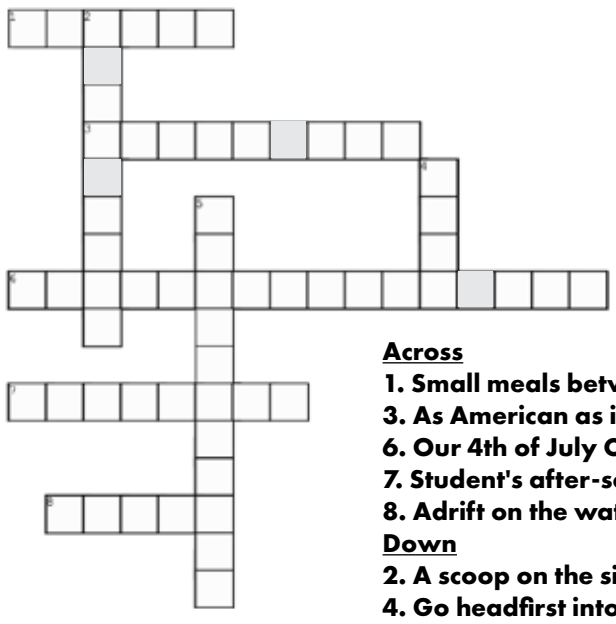
Grab a piece of paper (or a napkin) and flex your skills!

Round About:

- Use the 5 letters to create as many words as possible.
- Each word must be at least 3 letters long.
- Every word must include the central letter.
- Letters can be used more than once within the same word.
- Bonus points if your word connects to Max & Louie's menu items.



Crossword: Summer Daydreams



Across

1. Small meals between meals
3. As American as it gets
6. Our 4th of July Celebration
7. Student's after-school chore
8. Adrift on the water, and a cool treat

Down

2. A scoop on the side
4. Go headfirst into water
5. How we measure by degrees

(If two words, skip the space between words)

Score:

1 point for every word found
2 points for using all 5 letters
3 points for spelling out Max & Louie's menu items

Your Score:

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

LET'S CELEBRATE DINERS

An All-American Invention

One of the most common descriptions of a diner is as "a home away from home." That's because diners are filled with the comforting food of one hundred home kitchens – with none of the mess.

Diners are an American invention, created in 1870s Rhode Island and Massachusetts as narrow one-room lunch spots for factory shift workers. There were a few fixed stools at a counter and maybe a few booths. In the early 1900s, New Jersey entrepreneurs began manufacturing and selling pre-set diners, giving them the iconic art deco look of railroad dining cars. Cooks in these spots served hearty American fare – meatloaf, burgers, cheese sandwiches, eggs, pancakes and lots and lots of coffee.



Both Max & Louie's New York Diner and Melvin's Homemade Ice Cream & Espresso Bar continue the American tradition of serving hearty fare you'd find in a classic diner. **Here are some of the most iconic items on our menu:**

Great Coffee: We are fanatical about our coffee because we know it's the backbone of every great meal. We brew fresh batches of regular and decaf frequently throughout the day, and always thoroughly clean our urns every night.



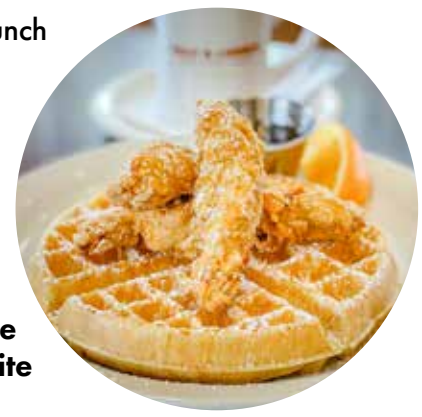
Our modern touch: We work with a local importer and roaster to create our own espresso blend for the outstanding hand-pressed lattes, cappuccinos and other espresso drinks at Melvin's.

Cakes and pies: These all-day pleasures are the perfect coffee break side, post-movie snack and after-school pick-me-up. Our case is full of selections for you, so don't be shy. Come take a look and get a slice of your favorite.



Our modern touch: Our pies are made with housemade – not frozen commercial – crusts. Our Ding Dong Cake is a New York diner tradition: Five layers of moist chocolate cake and cream filling. Just want a small treat? Our housemade cupcakes will fill that niche.

Pancakes and Waffles: These breakfast and brunch go-tos are also a big part of the diner experience. Ours taste so good because the batters are made from scratch, not from a boxed mix. And our housemade warm maple butter syrup gilds the lily.



Our modern touch: Chicken & Waffles combines the savory and sweet tastes everyone craves. And our Waffle & Ice Cream is a nod to my family's favorite diner dessert.

Classic Greek Salad: We uphold the tradition of serving crisp greens tossed with feta cheese, tomatoes, onions, cucumbers, olives and an herb-infused vinaigrette.

Our modern touch: Top your salad with grilled chicken or salmon.

Meatloaf: A no-fuss, hearty meal that satisfies just about everyone. We top our housemade beef meatloaf with sauteed onions, mushrooms and brown gravy. And, of course, we serve it with fresh, real mashed potatoes.

Our modern touch: Try our classic meatloaf served on fluffy slices of challah as an open-faced sandwich. The topping of sauteed onions, mushrooms and gravy takes it over the top.

Burger on a Bun: Fast, filling and customizable, our burger patties are made from a half pound of Certified Angus beef and served on a freshly baked brioche bun.



Our modern touch: The Breakfast All Day burger is one of eight uniquely accented burgers on our menu. We top our patty with melted cheddar, a sunny-side-up egg, onion, tomato and a schmeer of maple mustard and serve it on a kaiser roll.

Ice Cream Sodas Floats, Shakes and Sundaes: Any diner worth its rock salt knows ice cream is a direct path to happiness. We have a whole case of frozen treats in rotating flavors for our Melvin's team to hand-scoop just for you.

Our modern touch: Our Super Shakes are giant flavor dreams, featuring house-baked cookies, cupcakes and candy add-ins. And don't forget we make our own waffle cones for scoops and waffle bowls for our crazy good sundaes.



@maxandlouies

For an in-depth history of diners, check out our **Diners, Delis & Drew** episode of Max & Louie's TV on You Tube.

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

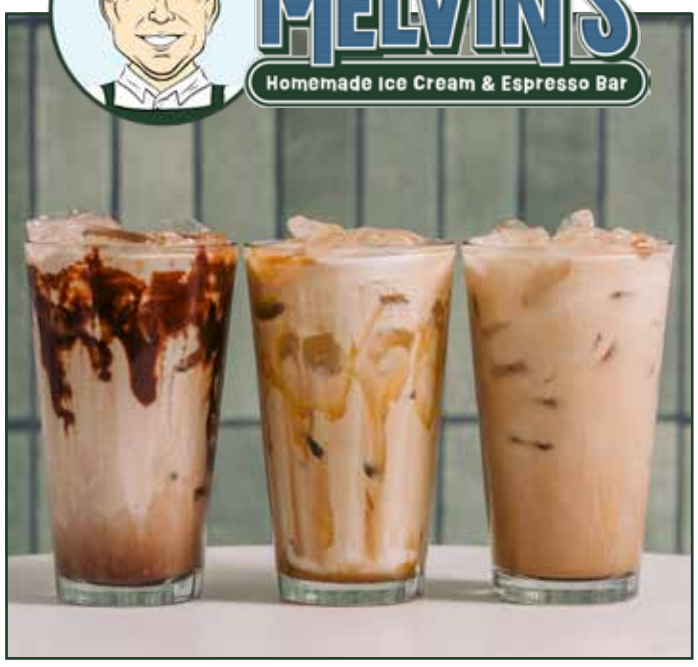
Happy Hour at Melvin's!
Enjoy $2 off pints
$1 off ice cream & drinks
M-F, 3pm - 6pm

COFFEE, ESPRESSO, TEAS & DRINKS

LATTE
CAPPUCCINO
CORTADO
MACCHIATO
MOCHA
ESPRESSO
AMERICANO
COLD BREW
HOT TEA
CHAI LATTE
MATCHA LATTE
HOT CHOCOLATE
MAX & LOUIE'S DRIP
MAX & LOUIE'S ICED COFFEE

Scan the QR code to view the full menu.

MELVIN'S
Homemade Ice Cream & Espresso Bar



ICE CREAM & DESSERTS

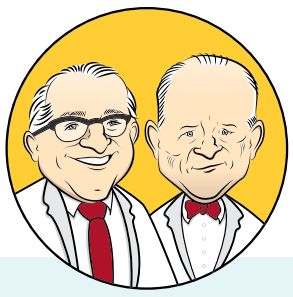
CUP · CONE · COOKIE

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

Shakes
Floats
Sundaes



ilovemelvins.com



HERE'S A SAMPLING OF OUR MENU.

Scan the QR code to View the Full Menu:

BREAKFAST

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.

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.

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

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

BAKERY

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

Rugelach (3)
Bite-sized sweet pastries filled with assorted fillings

Giant Cookies

New York Cheesecake
Takes you back to Broadway!

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

LUNCH & DINNER

SHAREABLES

Crispy Onion Rings Half | Full
Piled high and served with Ranch Dressing

Hummus Platter
Served with fresh veggies and bagel chips

Loaded Potato Latkes
Two (2) crispy potato pancakes, topped with sour cream, bacon and shredded cheese.

Homemade Potato Chips
Served with a side of homemade ranch dip

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.

BURGERS
OUR BURGERS ARE 1/2lb CERTIFIED ANGUS BEEF SERVED WITH FRENCH FRIES AND A NEW YORK PICKLE ON A FRESH BAKED BRIOCHE BUN

SUB FOR VEGGIE BURGER
SUB SWEET POTATO FRIES
SUB ONION RINGS
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

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

Classic Caesar Salad
Romaine lettuce, parmesan cheese and croutons
Add Grilled Chicken or Salmon

ENTREES
ADD A SIDE GARDEN OR CAESAR SALAD

Grilled Salmon
Wild-caught and grilled salmon with herb butter, served with rice pilaf and our daily vegetable.

Hungarian Stuffed Cabbage
Two large cabbage rolls stuffed with beef and rice in a sweet & sour tomato sauce, served with mashed potatoes.

Corned Beef Cabbage
Classic corned beef and cabbage, served with mash potatoes & our daily vegetable.

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

Scan the QR code for our **KIDS MENU**



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, ONION RINGS, or 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

Grilled Meatloaf
Grilled country white bread and melted provolone cheese

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

SUNNY ADVENTURES & SUMMERTIME FUN

Don't sweat it. Summer events, graduations, weddings, birthdays, and the inevitable back-to-school meal and snack planning are a breeze thanks to Max & Louie's! Our fast, friendly and experienced catering team helps you put together a party menu that reflects your style and scratches every guest's itch for something delightfully delicious. We'll deliver it and set it up too.

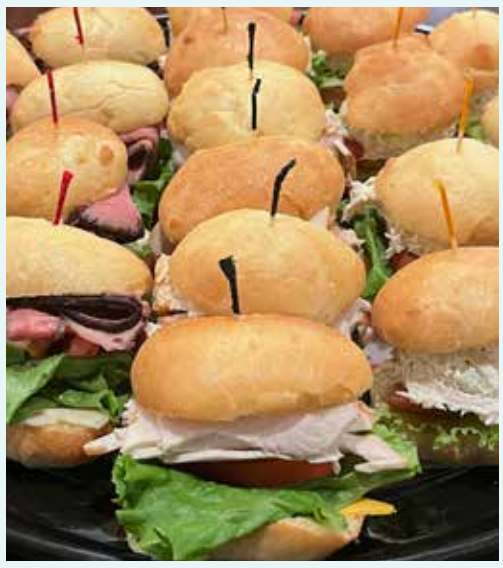
Prefer to do some of the work yourself? We've got options for that. Order in advance, pull into a designated diner parking spot and we'll carefully place your order in your car. Short on time? Order through Door Dash or Uber Eats and let it come to you.

The size of the order doesn't matter – we treat everyone like a VIP at Max & Louie's.
We wouldn't have it any other way.

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









yelp SKIP THE WAIT

Scan the QR code to get ahead of the crowd by joining our Yelp waitlist:

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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.***

JULY

All month – National Pickle Month - We celebrate pickles every day at Max & Louie's. They're not just a spear on the side, they're a serious artform that's part of the dish.

July 14 – National Mac and Cheese Day – We make two versions of this American diner classic: One just for little kids and one served in a hot iron skillet for bigger kids.

July 26 – National Bagelfest – We celebrate bagels every day at Max & Louie's too. Get some to go and round out the party at home or work.

July 31 – National Chili Dog Day – We top a jumbo Hebrew National frankfurter with our famous chili and melted cheese. Double up with another frank for a big-dog meal.

AUGUST

August 4 - National Chocolate Chip Cookie Day – Our giant chocolate chip cookies, made with love by our amazing baker at Melvin's, will remind you of your childhood.

August 19 - National Potato Day – Fried, mashed, home-style or as latkes, we have a strong potato game. Know why? We use REAL potatoes for every style we serve.

August 24 - National Waffle Day – Scratch batter and made-to-order freshness keep fans coming back for more of this breakfast staple. Plus we make our own waffle cones for scoops at Melvin's and serve sundaes in Belgian waffle bowls. That's a square deal!

August 25 - National Banana Split Day – Don't split without digging into a banana with three scoops of ice cream, two toppings, fresh whipped cream – and a cherry on top.

SEPTEMBER

September 12 - National Chocolate Milkshake Day – We hand-spin our shakes using house-churned chocolate ice cream, real chocolate syrup and whole milk. It's magic.

September 18 - National Cheeseburger Day – We start with a half-pound patty of certified Angus beef, place it on a freshly baked brioche bun and top it with cheddar. Simply delicious.

September 22 - National Ice Cream Cone Day – Get your licks in! Choose your cone, choose your scoops, choose your bliss.

September 26 - National Pancake Day – Come on. You KNOW ours are the best in San Antonio because we only use scratch batter and serve them hot and fluffy. Classic, banana-pecan, blueberry or chocolate chunk – they're all stacks of pleasure.