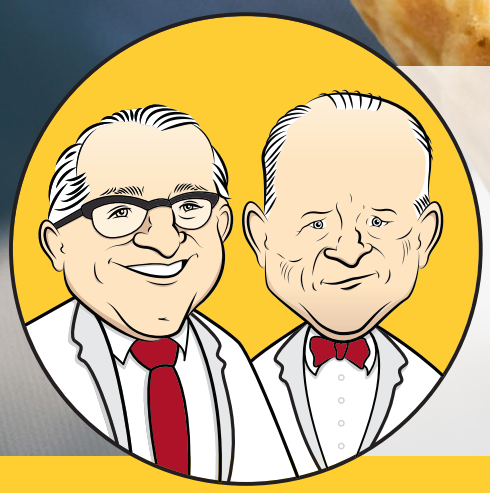


HERE'S TO 250 MORE!

July marks the 250th anniversary of the signing of the Declaration of Independence. Max & Louie's is celebrating with specials all summer long. See the center of this newsletter for details.

HAPPY BIRTHDAY TO THE UNITED STATES OF AMERICA.

AND HAPPY SUMMER TO EVERYONE IN OUR MAX & LOUIE'S NEW YORK DINER FAMILY.



MAX & LOUIE'S
NEW YORK DINER

July-August-September 2026

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



Summer in Cibolo

We're so excited to share our new space with old friends and new neighbors in Cibolo, Texas. It's a dream come true that already feels like home. We quietly opened our second diner location on May 8 and are grateful to have been busy ever since.
Thank you!

The dream began when we were invited to build a new location in this growing area northeast of San Antonio along the I-35 corridor. Unlike our "OG" Max & Louie's off Bitters Road in northwestern San Antonio, the Cibolo M&L is designed just for us. With 10 years of learning under our belt, we had an opportunity to create a diner that has the seating space we need, a dream kitchen, a special bar and lounge area, a more efficient to-go counter, and a unique ice cream parlor and patio for the specialty coffees and desserts at Melvin's.

It's been fun to see the tables fill with families, office buddies and teens coming for snacks after bowling or a movie at Santikos next door. The grassy area out front welcomes little kids to run around, and the ample parking accommodates everyone.

For our long-time guests at our OG location, please come out for a taste of everything you love to eat at the new location. Some of your favorite familiar faces are there, and there are new people to meet, too. We can't wait to see you and your family and friends.

AND YES, WE'RE HIRING at both the Bitters and Cibolo locations. If you or someone you know is looking for a job in a strong, supportive team environment that delivers fanatical hospitality and great benefits, start the process online at maxandlouies.com/jobs.

Drew

yelp SKIP THE WAIT

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

SAN ANTONIO
226 West Bitters Rd., Ste. 126
San Antonio, TX 78216

CIBOLO
18152 I-35 N
Cibolo, TX 78108

Everything you love to eat!

Scan the QR code for the Best Catering in Cibolo:

Full-Service Catering | Drop-off Catering | Pick-up Catering

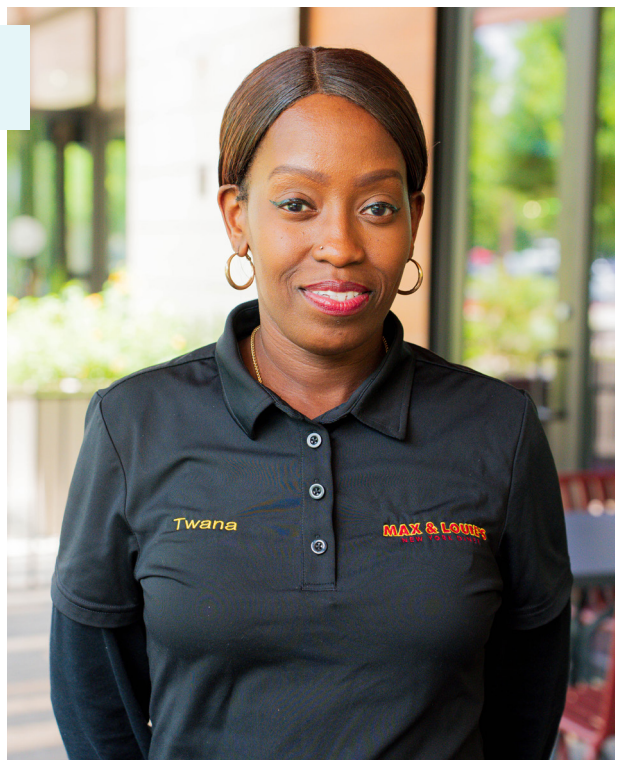
Scan the QR code for the Best Catering in San Antonio:

Full-Service Catering | Drop-off Catering | Pick-up Catering

maxandlouies.com | 210-483-7600

GET TO KNOW OUR TEAM

Twana Clerk



A big smile and friendly greeting are Twana Clerk's calling card. And both are genuine expressions of her love for her job and the diner's guests.

Twana (AKA Tee) says she's lived and breathed Max & Louie's since she began as a server 10 years ago – just a month or so after opening day. She originally applied for a management role, but only waitstaff positions were available. "I loved the fast pace I saw going on and realized I stumbled upon a goldmine. So, I applied and worked as a server."

It's been a buzz of activity for her ever since as she's taken on nearly every front-of-house position at the diner, from bartending to catering. "I'm driven to keep Drew's vision for Max & Louie's at the forefront of my mind," she says. "Maybe I didn't know what chopped liver or matzo balls were at first, but now they're part of me."

Twana recently made the move to Cibolo as a manager. She has spent two months training new staff, giving them insights into the diner's culture of fanatical hospitality. "We're giving the same vibe and feel in Cibolo as we do at the first location. We're keeping the empire thriving," she explains.

Say hello to Twana when you visit us in Cibolo. Her charm and vitality won't be hard to find.

Our Bagels Have Come Full Circle



Adam Bergenfeld

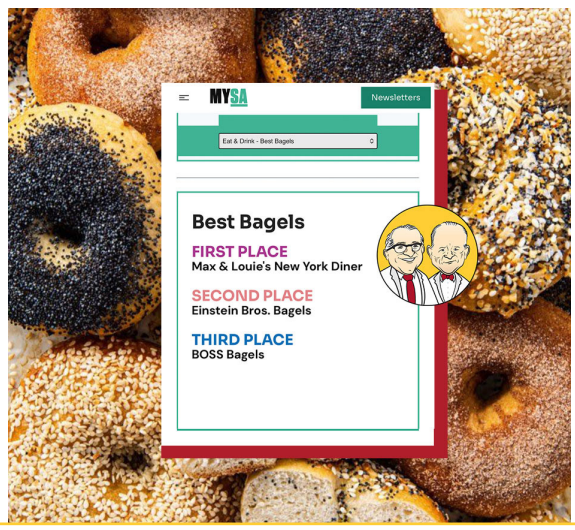
It's a fool's game to debate who has the best bagel. New York? New Jersey? Philly? Chicago? Montreal?

The diplomatic answer: The best bagel is the one in your hand. Max & Louie's New York Diner has always served bagels from Brooklyn, flown in, formed, parboiled, and ready to be finished in our oven. (New York bagel purists insist it's the local water that makes their bagels the best.)

Now there's a new bagel in town. We've brought the entire process in-house and handed the oven mitts to a true bagel expert, Adam Bergenfeld. With more than 20 years of hands-on experience crafting bagels and owning and operating bagel bakeries throughout New York and New Jersey, Adam's bagels are now available exclusively at both Max & Louie's locations.

Drew and Adam have been best friends since they met at summer camp at the age of 14. They've been there for each other through thick and thin, both growing families, moving around the country, and honing their professional lives in the culinary industry – while remaining as close as brothers. This new bagel partnership is a culmination of that relationship and mutual respect.

"As Drew grew the diner, and I grew my bagel business, we talked about joining forces. The timing was finally right for me to move to San Antonio temporarily and immerse myself in the diner's operations and culture," he explained. Adam worked in the kitchen as an expediter, worked the counter, served on the management team, and helped get the Cibolo location up and running. He sourced all the necessary bagel ingredients and trained the diner's baking team on the intricate techniques he honed over the years. Now these authentically delicious East Coast bagels are all we serve at Max & Louie's.



Round out any meal with our house-made bagels and weigh in on the debate. We think you'll agree with us that the bagel in your hand is the best you've had.

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

Melvin's is right next door to Max & Louie's San Antonio, and right inside Max & Louie's Cibolo. Scoop up all your favorite ice cream flavors in cups, cones, sundaes, milkshakes, and affogados or swoop in for specialty coffee and espresso drinks.

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
MAX & LOUIE'S DRIP
MAX & LOUIE'S ICED COFFEE
COLD BREW
HOT TEA
CHAI LATTE
MATCHA LATTE
HOT CHOCOLATE



Try the **Affogato:** Espresso + Ice Cream

Scan the QR code to view the full menu.





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

TAKE MAX & LOUIE'S DINER FAVORITES HOME.

Happy Hour

Monday through Friday 3 – 6PM
+ the last open hour of every day

Ask your server for Happy Hour Specials!

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 Bagels - 13
Choose from our traditional and popular flavors.

Scan the QR code to View the Full Menu:

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

As ALL-AMERICAN as it gets!

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
cup | bowl
Homemade chicken soup, matzoh ball(s), pulled chicken, vegetables and noodles

Split Pea Soup cup | 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



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

COLD NEW YORK DELI SANDWICHES

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

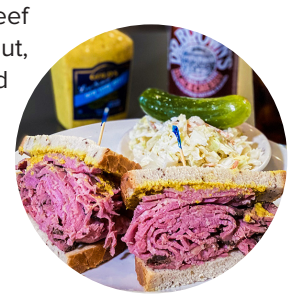
Tuna Salad Sandwich
Solid white albacore tuna, celery, mayo, lettuce & tomato

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

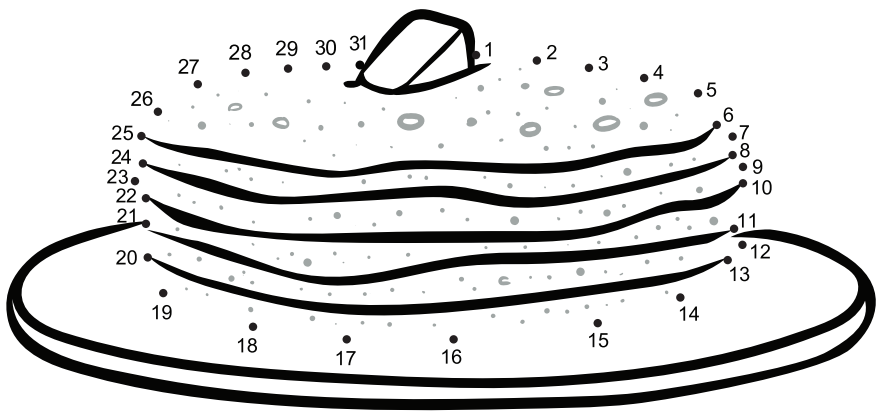
Meatball Parmesan Hero
Housemade meatballs, tomato sauce and melted mozzarella

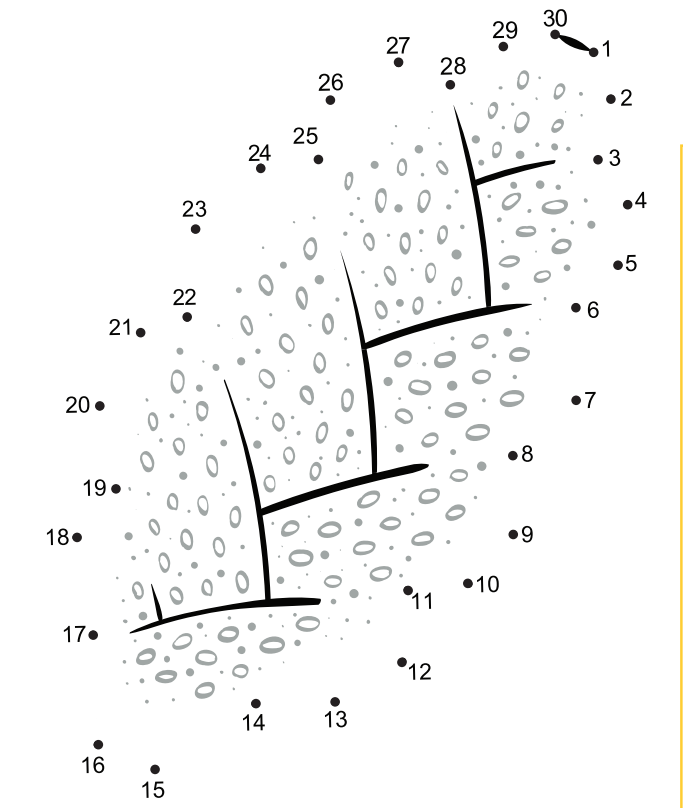
Chicken Parmesan Hero
Breaded chicken cutlet, tomato sauce and melted mozzarella

IT'S GAME TIME!

Diner Doodle

Max & Louie's is your connection to a great East Coast diner experience. Connect the dots in the objects below to create a diner-related image.

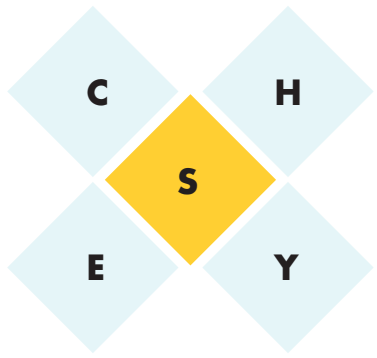




Round About:

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

- 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.



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:

Crossword: Let Freedom Ring

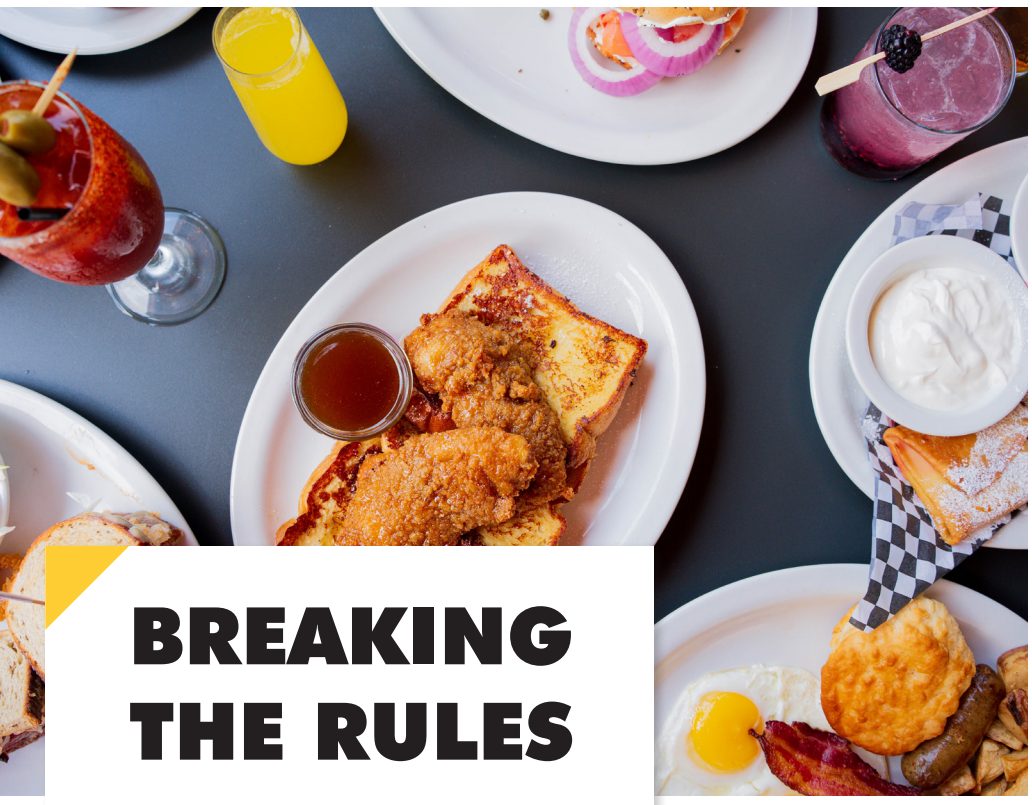


Across

2. Uncle _____: Personification of the US Government
4. City considered the first US Capital
5. Day in July that's a real blast
6. 4-letter color in our flag
8. Declaration of _____
9. Old Glory

Down

1. _____ of Independence
2. The long word for 250th anniversary
3. 5-letter color in our flag
7. 3-letter color in our flag



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

July 11 – National Blueberry Muffin Day - For a special treat, order one of our fresh-baked blueberry muffins with panache: Ask for your muffin to be split, grilled, and buttered. Then slather it with more butter and smile at this simple diner delight.

July 18 – National Ice Cream Day - We churn our own creative ice creams at Melvin's, hand-spin our ice cream shakes, and scoop everything to order. If you didn't leave room for ice cream, take a pint with you for later!

July 27 – National Chicken Finger Day - They're not just for kids anymore. Especially at Max & Louie's, where they're meaty, crisp-fried, and seasoned just right. Equally as great on their own with dipping sauces as they are piled onto our scratch-made waffles.

AUGUST

August 6 – National Root Beer Float Day - Bob in for a generous scoop of Melvin's homemade ice cream floating in a pool of effervescent, rich root beer. Don't say we didn't warn you to sip it slowly to avoid brain freeze.

August 13 – National Prosecco Day - Sure, this year's celebration falls on a Thursday, but it's still the perfect day to lift a glass of our bubbly mimosa, crafted with our freshly squeezed orange juice and perfectly chilled prosecco. L'chaim!

August 24 – National Waffle Day - No need to waffle about your decision: Our waffle batter (like our pancake batter) is made from scratch for an old-fashioned taste of home cooking. Of course, we pile them high on the plate – and pair them with warm butter-maple syrup.

SEPTEMBER

September 4 – Eat an Extra Dessert Day - Yes, you may, and yes, you can! The calendar says so.

September 7 – National Salami Day - One of Drew's favorite breakfasts is salami and eggs. One bite and you'll see why: We grill slices of Hebrew National salami and toss them with scrambled eggs for a delightfully savory treat that pairs perfectly with a toasted bagel.

September 14 – National Black & White Cookie Day - This classic soft cookie represents the traditional New York diner & deli experience. Is it a cookie or is it a cake? You decide. The verdict is still out.

September 22 – National Eat Local Day - We may have New York in our name, but we're San Antonio locals through and through. Still family-owned and operated, too. Come help us celebrate 10 years of sharing our love of the diner experience.