

Fried Chicken & Champagne?

Max's Wine Dive to Open with Gourmet Comfort Food and Mind-Blowing Wine List

(March 2009) Austin, TX — Locals in search of a chic and comfy dive serving extraordinary wine and upscale home cooking need look no further than the newest addition to downtown Austin's restaurant scene. Located downtown in the heart of the Convention Center District, **Max's Wine Dive** specializes in what will become two of Austin's favorite indulgences: **gourmet comfort food and divine wines**. And Max's does it all with an obvious irreverence that perfectly suits the funky, laid-back style of Austin.

Opening May 1, Max's Wine Dive, which in 2008 was named one of the top-10 new restaurants in Texas by TEXAS MONTHLY, will be housed in 5,300-square-feet of a renovated warehouse. The space features a **chic and comfy upstairs dining room**, as well as a large **underground banquet space** dedicated to private dining and special events. Designed with a clean, industrial flair, the restaurant is artfully clad in reclaimed exposed brick and concrete floors, and furnished with worn leather banquettes, dark wood barstools and a sleek steel bar top. But this is no stuffy steakhouse, as evidenced by the cool local art adorning the walls and Max's **rockin' jukebox**, featuring tons of Texas tunes and an eclectic mix of everything from Johnny Cash to Janis Joplin.

While the ambiance of Max's Wine Dive is undeniably hip, it is this joint's incomparable food and wine menus that differentiate it from every other restaurant and wine bar in Central Texas. The Houston outpost of MAX's has received numerous culinary awards and national accolades from publications such as Southern Living, Texas Monthly, Wall Street Journal and more, being named one of the "Hot 10" wine bars in the country by Bon Appetit magazine. **Max's caters to diners who are hungry for all the rich flavors of fine dining without the stodginess that often accompanies a "fine-dining" experience.** As with any upscale menu, Max's starts with fresh, seasonal, and locally-sourced ingredients, then takes it to a whole new level by creating enticing, delectable meals that satisfy the soul and pair perfectly with the restaurant's many wine offerings.

Max's menu is loaded with savory, mouthwatering staples like **Nacho Mama's Oysters**, a truly Texan dish of crispy, fried Gulf Coast oysters served over fried wontons and topped with habanero salsa and cilantro (\$8/\$15); **Max & Cheese**, a decadent version of the comfort-food favorite that's tossed in truffle cream and a fresh mozzarella, gruyere and Grana Padano cheese blend (\$11); the **Yama Kobe Beef Burger** topped with a triple-cream brie and freshly pickled jalapenos (\$18); organic **Southern Fried Chicken** served with chipotle honey, mashed potatoes and collard greens (\$18); and, of course, Max's signature dish: the iconic **Texas "Haute" Dog**, an all-beef frank served on an artisan bun with Texas beer sauerkraut and venison chili (\$14).

The wine list at Max's is equally as impressive and features more than **180 wine selections** from every region imaginable, including many unique and hard-to-find blends. What's best, **every wine is available by the glass or by the bottle**, making MAX's list one of the largest by-the-glass lists anywhere. And because Max's maintains a wine and beer retailer's permit, the restaurant can sell all the wines on the list in a retail purchase. With that heritage of retail wine pricing, MAX's prices its wines based on a reasonable retail rate rather than the inflated prices generally found on restaurant wine lists.

The coolest dive around, Max's is the perfect spot for dinner and drinks after a grueling (or just an ordinary!) workday. **Happy hour kicks off daily at 4 p.m.**, but Max's really comes alive in the late-night hours. Home of the popular **"reverse" happy hour** (discounted food and wine during the last two hours of business), Max's keeps the party going long after other restaurants and wine bars have called it a night. Max's also is open on Sundays for a fantastic **Sunday brunch** where **fried chicken and mimosas** rule the day.

Max's Wine Dive is the brainchild of **owners Jerry and Laura Lasco**, dedicated wine and food lovers who also created the highly successful Tasting Room Wine Cafe concept in Houston. In addition to the Lascos' leadership, **General Manager Brian O'Neill** (formerly of Uchi and The Belmont), a seasoned restaurant operator known for insisting on high standards and expert service, will head the Max's crew in Austin, along with **Executive Chef Steve Super**.

Fitting perfectly into the Austin scene, Chef Super's first love was music. Prior to his culinary endeavors, Super was a touring musician out of Nashville for the better part of 20 years. He toured with a number of groups, including *Brooks & Dunn*. A 2004 graduate of the New England Culinary Institute, Super began his culinary career at the famed *Little Nell* in Aspen, before returning to New England in the fall of 2005 to open *Steve and Erika's*. Wildly popular, Steve and Erika's became Vermont's highest-rated restaurant in 2007. Most recently, Super has been executive chef over the Tasting Room concept in Houston.

Max's Wine Dive is located at **207 San Jacinto Blvd.**, in downtown Austin. Restaurant and bar hours are Monday through Wednesday from 4 to Midnight, Thursday through Saturday from 4 p.m. to 2 a.m., and Sunday from 11 a.m. to Midnight, with Sunday brunch from 11 a.m. to 3 p.m. Max's is also available for event catering, private parties, or corporate gatherings. For more information about Max's Wine Dive, contact Paula Biehler at 512.328.3935 or visit www.MaxsWineDive.com.

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