



DRINKS & SWEETS

**MAX
BRENNER**



CREATING A NEW CHOCOLATE CULTURE WORLDWIDE

Chocolate is not just about taste. It portrays different aspects of our lives. These aspects are the foundations of the new Max Brenner Chocolate Culture.

MAX BRENNER

A CHOCOLATE LOVE STORY



When meeting someone for the first time, I'm almost always asked how I actually started out making chocolate. I usually tell them that when I was 10 years old, I read Charlie and the Chocolate Factory and I swore that one day I would find a river of chocolate and sail in it. I also tell them about Anna, my first love, who could not fall asleep without eating a piece of milk chocolate before going to bed, because otherwise she would have bad dreams.

But the truth is that I wanted to be a writer. One who gets up at noon, sits in cafés, writes until the following morning and devotes a book to an impossible, eternal love. At the age of 20, I thought that in order to find inspiration for my first novel, I needed to be alone. I needed to walk in narrow streets, sit in a dark room with a candle, feel the longing and write. I went to live and work in the Seventh Arrondissement in Paris with a French chef who looked like grandpa Geppetto. I was an apprentice for six years. He taught me how to make toffee, marzipan and nougat and told me stories that are only passed on from teacher to pupil. I was lonely and did not write.

Later, I searched for romance to find inspiration. I wanted to live in a small house, ride my bicycle to work, make colorful sweets to sell from big jars, and write. I opened a chocolate workshop. People fell in love with my reality movie and I was living the magic of romance, yet I was making so many sweets that I had no time left to write.

Then, I wanted to experience decadence to get real, raging inspiration, like the stories in biographies of great writers. I wanted to wear Versace suits with tight pants, drink lots of wine, let the light shine in my eyes, fall in love with the prettiest women and write. I designed and created a chocolate lifestyle and dove into decadence, but most of the time I was drunk and did not write.

More than 10 years have passed since I started looking for inspiration for my writing. I still have yet to write. Recently, I bought a special feather pen and a thick, leather and covered notebook. Soon, I will start writing my novel. I've been making chocolate for more than a decade. Almost without noticing it, I find myself telling its story.

Maybe through telling its story, I can also tell something about myself, something about longings, romance and decadence.

I invite you to watch, smell, taste and feel my love story.

Max



HUG MUG

The Max Brenner hot chocolate is the cappuccino of chocolate - a light and frothy beverage. Chocolate is made of cocoa beans from different origins that give them a unique aroma. The drink is served in the Hug Mug, a specially designed mug for the hot chocolate drinking ceremony. The mug is shaped so that you can hug it in both hands to create the ultimate experience of coziness, warmth and fragrance.



HOT CHOCOLATE

5.95

In your choice of milk, dark or white

Chocolate

Max's classic whipped hot chocolate

Italian Thick

thick hot chocolate with vanilla cream

Mexican Spicy Hot Chocolate

hot chocolate with red chili, cinnamon, nutmeg and pepper

Swiss Whipped

hot chocolate with fresh whipped cream on top

Marshmallow

hot chocolate with melting marshmallows

Choco-pops

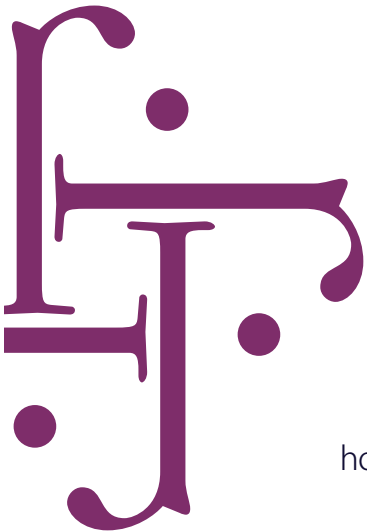
hot chocolate topped with crunchy chocolate wafer balls

Salted Caramel

hot milk chocolate with caramel sauce, sea salt and whipped cream

Suckao - a concentrated chocolate shot

our do-it-yourself hot chocolate



A tall white cup filled with a thick, brown, chocolate-flavored drink. The drink is topped with a swirl of chocolate sauce and several small, round, white marshmallows. A silver straw is inserted into the drink. The cup has the words "DRINK ME" printed vertically in orange. The background is white with large, stylized orange and dark blue shapes.

ALICE CUP

"She found a little bottle on it ('which certainly was not here before' said Alice), and round its neck a paper label, with the words

DRINK ME

beautifully printed on it in large letters. Alice ventured to taste it, and finding it very nice (it had, in fact, a sort of mixed flavor of cherry-tart, custard, pineapple, roast turkey, toffee and hot buttered toast), she very soon finished it off".

(Lewis Carroll, "ALICE'S ADVENTURES IN WONDERLAND")

CHOCTAILS & MILKSHAKES

7.95

80's Milkshake

milk chocolate ganache, vanilla ice cream and a crunchy chocolate shell

Cookieshake

white chocolate ganache blended with Oreo® cookies and ice

Chocolate Hazelnut Milkshake*

vanilla ice cream, milk chocolate ganache, chocolate hazelnut spread, milk and whipped cream

Chocolate Espresso Milkshake

vanilla ice cream, milk chocolate ganache, espresso and whipped cream

Salted Caramel Milkshake

vanilla ice cream, milk chocolate ganache, caramel, sea salt, milk and whipped cream

Pure Chocolate Granita

chocolate ganache blended with ice in your choice of milk, dark or white

Strawberry White Chocolate Smoothie

white chocolate ganache blended with yogurt, strawberries and ice

*Contains nuts

Oreo® is a registered trademark owned by Kraft Foods Holdings, Inc.



SUGAR WAFFLES

The chocolate bar is constantly changing. Its scents, music, people, lighting and tastes. It looks and feels so different throughout the day that, at times, it seems to have a life of its own. Evening: warm, yellow candles glowing, shimmering in the shiny chocolate sauce poured over sweet dishes. A steady rhythm is in the air. Colorful drinks decorated with bright candies served with glossy straws, just like in the warm tropical islands. It's crowded. Everybody is beautiful, like movie stars at a cocktail party hiding magical personal secrets behind their gleaming eyes.

CRÊPE BRÛLÉE & SUGAR WAFFLE

13.95

Banana Split Waffles

caramelized bananas, vanilla ice cream, sugar krispies, milk chocolate ganache and Choco-pops

Tutti Frutti Waffles

mixed berries, crumbled vanilla ice cream, milk chocolate ganache and Choco-pops

Munchies Waffles

your choice of two ice cream flavors, whipped cream, milk chocolate ganache and Choco-Pops

Banana Hazelnut Crêpe*

chocolate hazelnut spread, sliced bananas, chocolate chunks and chopped hazelnuts.
served with milk chocolate ganache, Choco-pops and dulce de leche ice cream

Strawberry Hazelnut Crêpe*

chocolate hazelnut spread, thinly-sliced strawberries and powdered sugar. served with milk chocolate ganache and vanilla ice cream

Peanut Butter and Banana Chocolate Crêpe*

peanut butter spread, sliced bananas and chocolate chunks. served with milk chocolate ganache, melted peanut butter sauce and dulce de leche ice cream

S'mores Crêpe*

crunchy graham crackers, milk chocolate chunks, hazelnut spread, peanut butter and marshmallow fluff.
served with milk chocolate ganache and vanilla ice cream

*Contains nuts

SWEET ICONS

I don't invent anything in chocolate, it all exists in peoples' minds and hearts. Until now, chocolate has been sold in a manner which highly contradicts its sensual, warm and joyful character. Restrained ambience. Untouchable and closed behind a glass barrier. I have "freed" chocolate from its cage. I let people experience it to the fullest. I allow people to enjoy it to max.





SWEET ICONS



The S'mores Concoction*

marshmallow fluff, milk chocolate mousse, graham crackers, caramelized bananas - 10.95

Chocolate Surprise Tiramisu

espresso soaked ladyfingers, mascarpone cream, red berries and a layer of chocolate truffle - 13.25

The Melting Chocolate Truffle Heart Cake & Shake

milk & white chocolate heart cake served with creamy vanilla ice cream,
red berries and an iced milk chocolate shot - 14.25

Chocolate Chunks Pizza*

Max's melted milk and white chocolate chunks and a choice of 2 toppings: crunchy hazelnut bits,
bananas, peanut butter or roasted marshmallows half size - 9.50 whole - 17.95
"THE WORKS" half size - 9.95 whole - 18.50

O.M.G Chocolate Chunk Cookies*

our original house made chocolate chip cookie with pure milk chocolate & walnuts
or our house baked dark chocolate chunk cookie. served with whipped cream,
red berries, & pure melted chocolate - 9.95

***Contains nuts**





CHOCOLATE FONDUE

Chocolate, like our
body, is burnt by
an open flame but
soothed by a warm
bath



FONDUE



Sharing Fondue for Two*

a tasting of tutti frutti waffle, fluffy chocolate sponge cake, banana tempura, milk & white chocolate bark, chocolate fondue with fresh fruit and marshmallows. roast over your own grill and dip into creamy pure chocolate sauce. Choco-pops and chocolate sauce on the side to pour - 24.95

Classic European Fondue for Two*

bananas, strawberries, chocolate chunk cookies, marshmallows and fluffy chocolate sponge cake. dip in your choice of two chocolate sauces (milk, dark or white) - 22.95

Banana Tempura Fondue

warm & crispy banana bites, pure milk chocolate dip, toffee sauce - 12.25

Crystal Sugar Churros Fondue*

muddled raspberries, warm toffee sauce and your choice of milk, dark or white chocolate fondue for dipping - 11.50

Urban S'mores for Two*

graham crackers, marshmallows for grilling, pure melted milk chocolate, toffee bananas, served with warm peanut butter and raspberry sauce - 20.25

*Contains nuts





MAX I SCREAM

IT'S GREAT CHOCOLATE ICE CREAM

Our chocolate should be savored with all senses. Listen to the most romantic music, then watch it like a child's fantasy that turns into reality, smell it like the rarest of perfumes, dip your fingers into it and lick it slowly and passionately. Make love to it. Enjoy it to the max.



MAX I SCREAM

The Fantastic I-Scream Bar Fondue*

vanilla ice cream popsicle, pure melted chocolate, Choco-pops and candied hazelnut crunchy bits to create your very own and never ending chocolate coating One - 8.50 Two - 14.50

The Euphoria Peanut Butter Chocolate Fudge Sundae*

deep chocolate peanut butter ice cream, dulce de leche ice cream, caramelized toffee bananas, spiced peanuts and pure chocolate chunks topped with whipped cream and crunchy hazelnut bits. served with warm chocolate peanut butter and very pure milk chocolate ganache - 13.95

The Spectacular Melting Chocolate S'mores Sundae*

chocolate peanut butter ice cream, layered with milk chocolate fondue, fluffy marshmallow, warm peanut butter sauce, pure chocolate chunks. garnished with whipped cream and a toasted marshmallow served with white chocolate ganache - 13.95



*Contains nuts

GRANITAS, SMOOTHIES ETC.

An explosion of healthy vitamins. Eighteen hours of work, traffic jams, nonstop information bombarding our brains. Hectic life. But don't we live the real simplicity? Balancing formulas are easy to get, easy to digest, instant Ganges nirvana.



DRINKS

Orange Smoothie

mango, yogurt, honey, cinnamon and orange juice blended with ice - 6.75

Fruit Smoothie

strawberry, mango, passion fruit, banana and orange juice blended with ice - 6.75

Golden Latte

passion fruit, yogurt, honey, orange juice blended with ice - 6.75

Yellow Granita

lemonade blended with fresh mint and ice - 3.50

Frozen Lemonade

lemonade blended with ice - 3.50
Add a flavor shot of mango or passion fruit
for an additional 1.00

Cappuccino Frappé - 5.25

Soft drinks also available



KANGAROO CUP

Mocha is a coffee region in Yemen. Coffee beans from this ancient region possess a rare, delicate chocolaty aroma. Over time, a mixed drink combining chocolate and coffee was made to reproduce the flavor of these precious beans.

The true origin of the name was forgotten. As part of the chocolate culture creation, Max Brenner's coffee blend, served in the Chocolate Bar, originates from genuine Mocha coffee beans.

A special cup was designed for our coffee drink to honor the close, long lasting relationship between coffee and chocolate. We call it the Kangaroo Cup. It is a cup with a pocket for chocolate which enables you to enjoy its double virtue: melting solid chocolate with hot coffee in the mouth while licking the melted leftovers hidden in the pocket with a special Mix / Lick spoon.

COFFEE & TEA

Mocha

cappuccino with hot chocolate cream - 5.95

White Chocolate Chai

spicy chai tea infused with white chocolate ganache - 5.95

Coffee - 1.95

Latte (Hot or Iced) - 3.95

Americano - 3.50

Cappuccino

small – 3.95 (served in a Kangaroo Cup)

large – 4.50

Macchiato

single – 2.95

double – 3.75 (served in a Kangaroo Cup)

Espresso

single – 2.75

double – 3.45 (served in a Kangaroo Cup)

Tea Infusion

choice of: Blueberry, Lemongrass, Earl Grey or Green Tea - 3.25

Tea - 1.95

Try any of the above with the following:

extra shot of espresso - 1.00

shot of flavor - 1.00 (vanilla, hazelnut, caramel or peppermint)

shot of liqueur - for an additional charge





EXPERIENCE YOUR SHOPPING

The Chocolate Bar

Max Brenner's chocolate culture is a holistic experience. Its center is the chocolate bar which has a bar and a shop complementing each other in a way that one can experience his shopping at the bar and shop his experience at the chocolate shop.

In the chocolate shop, you can find the "Hug Mug," a mug specially designed for the hot chocolate drinking ceremony, "Suckao," "Fresh," the very chocolaty Max Brenner truffle cream, pralines, pastries and cookies filled with chocolate goodies.

Enjoy.

SHOP YOUR EXPERIENCE

The Chocolate Shop

A photograph of a chocolate shop interior. The background is filled with dark wooden shelves stocked with various chocolate products, including boxes, bags, and small decorative jars. In the foreground, a counter displays more chocolate products, and below it, a display case contains small, individually wrapped chocolates. The lighting is warm and focused on the products.

THE CHOCOLATE SHOP

Please visit our website,
www.maxbrenner.com,
to view our online shop.
We will gladly ship our retail and
chocolate products anywhere
in the continental U.S.

CHOCOLATE
RUSH
MAKES ME
THINK
WAY
TOO
MUCH



CHOCOLATE BY THE BALD MAN
MAX BRENNER

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