

'Flavors of Lent'

Written by JOCELYN MONTEMAYOR-REYES
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Adobong Kangkong Stuffed Tofu

Max's, the home of the "sarap to the bones" fried chicken, launched this month its three new light, flavorful and non-meat dishes in time for the Lenten season.

"At Max's, we understand that Lent is a special time for Filipinos.

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This has inspired us to create our lightest and the most scrumptious fare for Lent.

These dishes are bursting with flavors, married with homegrown classic taste that Filipinos love — it's a certified gustatory experience for everyone," said Max's Group of Companies Corporate Communications Officer Bobby Simborio.

Simborio said it took them months to come up with their new dishes which were the top favorites according to an in-store survey that they conducted among their customers.

The new dishes includes the Max's Sizzling Seafood in Honey Bagoong Sauce which has breaded cream dory, shrimps and squid rings that are deep fried until golden brown and topped with julienned red bell peppers and chopped spring onions and lying on a bed of special sauce made of sweet honey and piquant bagoong.

Served on a sizzling dish, this seafood menu is a must try for seafood aficionados.

Max's Adobong Kangkong Stuffed Tofu puts a twist on the quintessential adobo as it mixes fresh kangkong leaves, shitake and button mushrooms and Max's special sweet adobo sauce.

It is poured on top of deep fried tofu blocks which is best eaten when still hot.

Max's Cauliflower Puffs are breaded crispy cauliflower that are deep fried and tossed with a special sauce and garnished with finely sliced carrots and spring onions.

Unless you're aware that you're eating cauliflower, you wouldn't know that you're eating vegetable as you take every crunchy bite.

Officially made available on March 1 in all their 123 branches nationwide, the Lenten offerings

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will be available until April 8 at prices between P150 and P265.

"Who knows, these dishes might become mainstays in our regular menu," Simborio said citing that since its launch on March 1 the Max's Adobong Kangkong Stuffed Tofu is the most popular among three.

Simborio said other regular seafood and vegetable dishes in the Max's menu remain available during the Lenten period, including their famous "sarap to the bone chicken" and other meat products.