

PROMOTIONAL FEATURE

Max Pizza II cares about food and community

By ADAM HUSHIN
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NEW BRITAIN — Fresh food and community engagement have proved to be Max Pizza II's recipe for success.

Since opening at 79 Shuttle Meadow Ave. in 2012, Max Pizza II has cemented its spot in the community. Owner Charlie Van Beveren believes success has a lot to do with the food itself.

“We try to focus on keeping everything fresh,” Van Beveren said. “Everything is made fresh here including sauces.”

The menu, which has “doubled in size” since the grand opening, includes fresh ingredients that are also locally sourced.

Kielbasa and other ingredients from Martin Rosol's, meats, cheeses and a few other goods from Catanzaro Quality Meats and Avery's Soda complete the menu. Gifford's Ice Cream is also available in 22 flavors.

“We deliver ice cream. I don’t think a lot of people know that,” Van Beveren said.

Max Pizza II provides this ice cream for free to high school students during their after-graduation party.

This is just one of the many

ways that the restaurant is involved with the people of New Britain.

"We try to stay really involved in the community," Van Beveren said.

Max Pizza II sells its pizzas at a discounted price for resale at local sporting events. This allows local sports teams and other organizations to raise money.

In other instances, Max Pizza II is part of the curriculum itself. Schools in the area organize field trips to see the inner workings of the restaurant. A scavenger hunt is set up for students to enhance learning opportunities and exploration, Van Beveren said.

Schools and other local businesses take advantage of the restaurant's catering services as well.

For those that don't live near Max Pizza II, a new location opened less than two years ago. Max Pizza 6 is located on South Main Street in Plantsville, and serves the same variety of appetizers, Italian cuisine, seafood and more.

For a full menu and more information on Max Pizza II, visit its website at www.max-pizza2menu.com.



Wesley Bunnell | Staff

Max Pizza II, at 79 Shuttle Meadow Ave., is proud of its fresh, locally sourced ingredients.

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