

The chocolate block: fourth dessert cafe to open in Rundle Street

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The East End will soon become home to a fourth dessert café when international chocolatier Max Brenner opens its first Adelaide chocolate bar and restaurant in Rundle Street next month.



Max Brenner dessert.

While there isn't yet any signage up, the new [Max Brenner](#) outlet is said to be under construction inside the old Eros Ouzeri restaurant site – just two doors up from [Cocolat](#) and within a short walk across Rundle Street from [San Churro](#) and [Steven ter Horst](#), which also operate as dessert cafes and offer packaged chocolate.

Adelaide is the last mainland frontier for the Australian franchise of Max Brenner, which offers signature desserts and packaged chocolates in every other state and territory except Tasmania.

Sydney entrepreneurs Tom and Lilly Haikin independently own the Australian franchise rights to the international restaurant/chocolate shop chain, which was created in 1996 by chocolatiers Max Fichtman and Oded Brenner in Israel. There are now more than 50 Max Brenner locations worldwide, 40 of which are owned and operated by the Haikins in Australia.

“The Haikins opened the first Australian Max Brenner in Paddington in 2000 in time for the Sydney Olympics and they have opened a new outlet consistently every single year since,” says Max Brenner Australia marketing co-ordinator Nohan Babazade.

“They have also just opened the first Max Brenner in the Northern Territory – Max Brenner just keeps growing.”



The interior of a Max Brenner outlet.

Babazade says there are two sides to Max Brenner outlets. “Everything you see on the menu you can sit in and enjoy in the restaurant, and then there’s the chocolate shop where you can buy the ingredients and utensils to enable you to enjoy the Max Brenner experience at home.”

The winter menu features chocolate pizzas, vanilla popsicles with chocolate ice cream, and limited-edition desserts such as baked hot chocolate and matcha white hot chocolate.

While all the desserts are created on site at the Australian Max Brenner outlets, the packaged product is made in Israel.

“We are reaching out to the local community to find staff for Max Brenner Rundle Street who we will be trained by our best team members,” says Babazade.

“When we opened in Rockhampton, Queensland, we did chocolate finger painting – [Max Brenner](#) is all about playing with your food and releasing the inner child.”

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