

THE MORNING CALL

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THE MORNING CALL

BUSINESS



Man's disciplined saving pays off, D3



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 themorningcall.com/extra ► **LOOKING FOR SOMETHING NEW:** Read Retail Watch to find a recently opened shop or restaurant.

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RETAIL WATCH

MARIELLA SAVIDGE SCANNING THE STOREFRONTS

Retail Watch appears
Wednesdays and Sundays.

After take-out took off, patron was glad to discover Asia

Who doesn't love a happy ending, especially when it involves folks who once were lost but now are found?

Concerned reader Nathan Selden appreciates Asian food. For years the Saucon Valley resident especially appreciated it at Oriental Gourmet on Route 378, a take-out only establishment.

"My last few visits, I had noticed the faces had changed and the food was good," he writes, but a little different from what he had been used to.

Imagine his surprise when he walked into Asia, a newly opened restaurant at 1102 E. Susquehanna Street in Allentown.

"I was immediately greeted

by a familiar face, smile and a big welcome... Being a chef myself and having owned and operated several restaurants in the Lehigh Valley over the past 15 years, I would say this is simply the best, most consistent, delicious cuisine of its kind in the Valley," Selden writes.

Don't hold back, Nathan, tell us how you really feel. He also says the prices are good and that Asia is worth many repeat trips.

May Wong, who is married to Asia's owner and chef, Alex Zhong, says the restaurant with a dining room is a dream come true.

They still do take-out, but the new dining room seats up

to 50 people and offers opportunities they didn't have before.

Besides offering Chinese dishes, the restaurateurs now offer some Thai and Indonesian as well as other international cuisine. And now they also have the room to offer authentic Chinese dishes.

"It's Chinatown fare," Wong says, and includes old world noodle soup, roast duck and a menu written completely in Chinese characters, in addition to the one in English.

"We're very happy with the new beginning. It was always Alex's dream and it allows him to be more creative and expressive in his interpretations," she says.



ASIA RESTAURANT, owned by May Wong and her chef husband, Alex Zhong, recently opened at 1102 E. Susquehanna St., Allentown.

Monica Cabrera The Morning Call