

# Asia Restaurant



Asia Restaurant (established 2007) is unique in that it provides two completely different menus and features cuisines from all over Asia. The friendly and cozy environment provided by the restaurant's manager and the owner's wife expands upon the unique menu. On a customer's first visit to Asia Restaurant, they will mostly likely be welcomed first name. "Our customers quickly become our friends!" The restaurant only has about 15 tables, but its small size is the appeal.

## Asia Facts

**Address:** 1102 E. Susquehanna Street Allentown, PA 18103

**Phone:** 610-798-7777

**Website:** [www.asiaorientalcuisine.com](http://www.asiaorientalcuisine.com).

**Cuisine:** Classic American Chinese, Authentic Chinatown Style Chinese as well as a sampling of Thai, Japanese, Indonesian and Vietnamese

**Capacity:** 70

**Services:** dine-in, carryout, catering, private parties

**Signature Dishes:** Jia Jiang Noodles, Cellophane Noodle Soup, and Beijing Duck

**Specialty Drinks:** Thai Iced Tea, Jasmine Tea, Bubble Tea, Vietnamese and Malaysian Coffees

## The Owner(s)

Alex and May Zhong are the dual owners of Asia Restaurant. May is an American born Chinese. Since she is fluent in English, she really enjoys conversing with Asia's customers. She is continually in the dining room and many times you will find her taking customers' order or even filling their water glass. She truly believes in a hands-on approach when it comes to taking care of the restaurant's customers.

## Monthly Topic

**ARN:** Do you think the nutrition label is helpful to diners?

**May:** Yes, for those diners who are on special diets, have caloric restrictions or just want to know what they are eating I feel nutritional information would be very helpful. However, I've been in the restaurant business for over 15 years and I can honestly say that very few customers ask for nutrition information. But because I personally read nutritional labels when I shop, I am very eager to help customers if they want nutritional information about their selections.

## In Focus

Most restaurants try to maintain a solid menu that focuses on one type of cuisine. At Asia Restaurant, Executive Chef and Owner Alex Zhong has ambitiously crafted two different menus. One is an Asian-style menu that features selections like Pad Thai, Vietnamese Summer Rolls, Japanese Edamame, Indonesian Tempeh, and most classic American-style Chinese favorites. The other menu features Chinese regional dishes like Home-style String Beans, Ma Po Tofu, Jia Jiang Noodles, and Clay Pot Noodle Soups. Chef Alex offers dishes from many different provinces in China. This menu is especially popular with the area's Asian customers. New Chef recommendations appear on the menu on a monthly basis.

The management has a strong commitment to their customers, and while they are proud of their diverse menu, they also understand that customers appreciate personalization as well. Unlike in many other restaurants, Chef Alex is not an arrogant chef. He will gladly tailor entrees to customers' personal requests. Sometimes the requests can mean a lot of extra effort, but since Chef Alex personally prepares most of the entrees, he is able to ensure that the entrees are truly "made to order".

Some dishes on the menu are actually named after Asia's customers. For example, Arlene's Eggplant is named after a customer who never ate eggplant but her husband loved it. So, Chef Alex created an eggplant dish just so the couple could enjoy the same entrée. To this day, Arlene only eats eggplant made by Chef Alex!