

Max Heidenreich

Bio

Max's passion for the hospitality industry developed at a young age. He was a server and bartender throughout high school and college. In 1993, He started his managing career with Houston's/Hillstone's and was promoted to General Manager three years later. In 2001, He joined Chef Kent Rathbun of Abacus and opened a successful upscale dining concept called Jasper's. He then joined the dynamic company, Culinaire International to open their upscale Italian Restaurant "Nicola's" in 2004. In 2006 he moved from Dallas and left the restaurant industry. An opportunity to rejoin his Houston's roots lead him to Florida to manage Brick Top's Restaurant. The desire to move home to Texas led him to reconnect with Chef Kent Rathbun which he joined to open a successful seafood restaurant, Lovers Seafood and Market.

Max and his wife Victoria have been together for 16 years. He has a daughter, Devon age 21 and a son, Keaton age 19. Their family continues to be the strength and devotion that leads them through life. They look forward to being apart of the Nicola's family once again!



