

Mikey's New York Pizza Mid Valley Megamall

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Popular for introducing the “pizza by the slice” concept to Malaysia in early 2014, Mikey’s New York Pizza Mid Valley Megamall is the third Mikey’s New York Pizza to open in Kuala Lumpur under Fast Casual Hospitality Sdn. Bhd.

Mikey’s Original New York Pizza was founded by Michael Helfman and Andrew Belucci, both native New Yorkers. Having lived in Kuala Lumpur for over 3 years, Michael missed many things about New York, one of them being the New York slice. untouched market for that particular New York establishment, with the growing fascination in Malaysia for good, American fast food. Michael got in touch with famous New York Pizza Chef, Andrew Bellucci, to help him bring this concept into Kuala Lumpur and after months of planning, Mikey’s Original New York Pizza opened on Jalan Telawi 2 in Bangsar. Named after Michael himself, Mikey’s not only aims to share some of New York’s heritage right here in Malaysia, but to give customers the opportunity to have a New York slice, or pie, without having to travel thousands of miles.





Prices of pizzas start from RM8.88 per slice for the Classic New York Pizza. The Tony Soprano is a classic union of Italian/American specialties : meatballs, sliced steak, pepperoni, roasted peppers and roasted garlic topped with mozzarella cheese.

Vegetarians can delight in Mama's Wild Mushroom Pizza @ RM12.88 per slice, there's shitake, oyster and portobello mushrooms sautéed in butter, garlic, olive oil, fresh basil and set atop mozzarella cheese and tomato sauce.

While the third Mikey's store stays true to serving the best authentic New York style pizza in Malaysia, it also offers value-oriented set meals for lunch, Mondays through Fridays. Mikey's prides itself on 'Fresh ingredients delivered', and it is no different whether you order set meals or a la carte. You can enjoy the wide range of pizzas, pastas and heroes (sandwiches) at a convensionary -price, and still experience the mouthwatering flavours.

-How to Order-

Step 1 Choose Flavor

Step 2 Choose Toppings

Step 3 Choose Cup or Mikey Bun

-Price-

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|---|--------------------------------------|---|---|---|---------------------------------|--|---------------------------------------|
|  | Cup 9.88 with up to 3 toppings |  | Mikey Bun 11.88 with up to 3 toppings |  | Cup 6.88 with no toppings |  | Mikey Bun 8.88 with no toppings |
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Additional toppings are 2.00

★ 4% Serv. Inclusive of GST & service charge ★






At the launch of Mikey's New York Pizza Mid Valley Megamall last week, Fast Casual Hospitality Sdn. Bhd. presented Mikey's Frozen Custard, the first authentic Frozen Custard to open in Malaysia from the USA. Mikey's Frozen Custard is only available at Mikey's New York Pizza Mid Valley Megamall.

Frozen Custard is another New York original, often called the 'King of frozen desserts'. It is richer, denser and creamier than any ice cream you have ever had. It is served soft-serve style with many toppings and syrups to choose from. At Mikey's, there are four flavours on hand: vanilla dream, chocolate pudding, au naturel and a special flavour of the week. Our Frozen Custard base formula took almost a year to develop, with the R&D done by Andrew and Bright Cow's Viji Vaithilingam. Viji is the Food Technologist at Bright Cow, Malaysia's leading producer of fresh dairy, while Andrew completed intensive studies of Frozen Custard production at the Frozen Dessert Institute at Volrath University in Sheboygan, Wisconsin, USA.

You can get the Frozen Custard two ways – in a cup, either plain (RM6.88) or with up to 3 toppings (RM9.88) or in a 'Mikey Bun', plain (RM8.88) or with up to 3 toppings (RM11.88). The 'Mikey Bun' is a soft bun, filled with your choice of Frozen Custard and toppings, and is heat-sealed in an exclusive machine, imported from the USA. The result is a warm, soft shell that seals in your Frozen Custard and toppings, and has become Mikey's new signature dessert.



Two days after the launch of Mikey's Original Pizza Mid Valley Megamall, I had dinner there and decided to try their non-pizza dishes. I ordered "I Dream Of Creamy" Pesto Spaghetti (you can choose penne as the other option) @ RM15.88. Such creamy and concentrated pesto sauce, very filling and satisfying. Although the portion doesn't look big, it satisfied my hunger pangs adequately. How thoughtful to include 2 slices of crispy toasted garlic bread.



The Boneless Buffalo Chicken @ RM12.88 is a must-try as you get 8 pieces of breaded, boneless chicken, deep-fried and then coated with Mikey's signature buffalo sauce and served with their house-made blue cheese dipping sauce, celery and carrots. There is such a "WOW" factor here as you take the first bite and the sour and spicy notes register on your tongue. It's so hot even for me but at the same time, I couldn't get enough of the taste. Call me a glutton for punishment but these are seriously good. So crispy on the outside yet so tender inside and that sauce is

truly magnificent and unforgettable. I asked Michael Helfman about the buffalo sauce and he informed me the buffalo sauce is their own recipe based on the classic American Buffalo Sauce which was created in Buffalo, New York for chicken wings.