



FOR IMMEDIATE RELEASE

Vida Mexican Kitchen y Cantina to Open in Uptown

New restaurant brings authentic Mexican tastes and specialty Skinny Margaritas to Charlotte

Charlotte, NC (January 18, 2010) – Center City Charlotte is adding a little slice of Mexico – a combination sure to sizzle the Queen City. Vida Mexican Kitchen y Cantina is set to make an impact on the Charlotte dining scene as the area’s first truly authentic Mexican restaurant and tequila bar, located at uptown’s most vibrant corner – the intersection of Trade and College Streets – across from the Ritz-Carlton.

Opening in late spring/early summer 2010, Vida is evolved Mexican cuisine, going beyond the typical “bean and cheese” dishes served in most Mexican-themed restaurants. Executive Chef Chris Swinyard developed imaginative concepts incorporating traditional Mexican cooking with contemporary recipes sure to please, including grilled gulf shrimp tacos with jalapeno bacon and mango habanero salsa, tortilla crusted halibut and a mouth watering adobo rubbed bone-in pork chop

Along with its bold cuisine and stylish, contemporary atmosphere, Vida will feature an eye-catching tequila bar stocked with over 100 unique and high-end varieties for guests’ sipping and shooting pleasure. Vida’s wide array of tequila paves the way for its handcrafted margaritas, including the soon-to-be-legendary “Skinny Margaritas,” a healthier option comprised of organic, all-natural ingredients made from scratch each day.

Vida is led by Swinyard (formerly of Dean and DeLuca) and Sean O’Brien (former managing partner of the Capital Grille), two well-known veterans of the Charlotte dining scene. Even in tough economic times, these dining dynamos tapped their entrepreneurial spirit to make Vida a reality by joining forces with Charlotte-based Landmark Leisure Group, a national leader in restaurant concepts and entertainment developments.

Sean O’Brien stated, “We are excited about this new venture. Center City Charlotte has wonderful dining choices, but is currently missing a sensational Mexican restaurant and tequila bar. Vida will fill that void, serving both the corporate and casual dining audiences very well. We are confident that Center City regulars and first-time visitors will share in our excitement.”

For additional information on Landmark Leisure Group, call 704-936-5642 or email info@landmarkleisuregroup.com.

For additional information on Vida visit www.VidaCantina.com.

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