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Vida Mexican Kitchen y Cantina Announces Grand Opening Date

Evolved Mexican Cuisine is coming to uptown Charlotte

Charlotte, NC (September 1, 2010) – Vida Mexican Kitchen y Cantina will hold its Grand Opening Celebration Thursday, September 30, according to Operating Partner Sean O’Brien and Executive Chef Chris Swinyard.

Located on the main level of EpiCentre overlooking the intersection of Trade and College Streets, Vida is uptown Charlotte’s first Mexican restaurant and tequila bar, featuring traditional, old-world style Mexican cuisine with a contemporary twist. Imaginative concepts developed by Swinyard highlight the menu, including surf and turf tacos, orange chipotle-glazed ribs, pan-seared salmon with manchamantal and grilled pineapple salsa and red chile pecan chicken. Vida will also use tortillas made fresh daily using 100% North Carolina white corn with no preservatives by a local artisan. The entire menu will be available soon online at VidaCantina.com.

While Swinyard was constructing the menu, O’Brien oversaw two other ingredients vital to Vida: ambiance and service. Vida boasts a warm and inviting atmosphere, accentuated with rich materials and Earth tones, including mesquite flooring and reclaimed brick. On the service side, O’Brien has spent the past decade at Capital Grille, a restaurant renowned for its first-class atmosphere and impeccable service. Under O’Brien’s watch, Capital Grille Charlotte won multiple awards for operation and service and he instilled those same values when creating the blueprint for Vida.

No experience at Vida is complete without a cocktail, and Vida has some of the most unique offerings in Charlotte. Vida’s extensive list of tequilas totals approximately 100 different varieties and features traditional favorites, as well as rare, unique and hard-to-find brands. Vida will also offer tequila flights, which give guests the opportunity to sample multiple tequilas from their expansive list. Those tequilas are the base for Vida’s handcrafted margaritas, which are made with simple, fresh ingredients, including the Vida Skinny Margarita, which will weigh in at around 100 calories.

Vida Mexican Kitchen y Cantina is Center City Charlotte’s first Mexican restaurant and tequila bar offering traditional, regional and contemporary cuisine in the heart of the vibrant uptown scene at EpiCentre. At Vida, bold, deliciously unexpected flavors are presented with refreshing style, alongside signature “Skinny Margaritas,” handcrafted cocktails and an extensive list of tequilas. With its warm, inviting atmosphere, specialty Mexican fare, hospitality and impeccable service, Vida Mexican Kitchen y Cantina offers a distinctive experience for its guests. Vida is evolved Mexican cuisine.

For additional information on Vida visit www.VidaCantina.com, connect with them on Facebook at facebook.com/VidaCantina or follow Vida on Twitter at twitter.com/vidacantina.

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