



FOR IMMEDIATE RELEASE

Vida Means Life for Uptown Economy

New restaurant will employ over 125

Charlotte, NC (September 13, 2010) – In addition to bringing traditional, old world style Mexican cuisine with a contemporary twist to uptown Charlotte, Vida Mexican Kitchen y Cantina is providing another boost to center city – jobs.

Including management, Vida has hired over 125 team members to fill a variety of positions, including wait staff, hosts/hostesses, server assistants, bartenders, barbacks and cooks. Finding the right team members was crucial to Operating Partner Sean O'Brien and Executive Chef Chris Swinyard.

“We are very pleased with the team in place at Vida,” says O'Brien. “Our goal is to provide first-class service and hospitality to our guests at all times. We have put together a group of hard-working, talented professionals here at Vida to help us achieve that goal.”

Those interested in applying for future openings at Vida can do so online at www.vidacantina.com/employment.

Vida will host its Grand Opening Celebration on Thursday, September 30 on the main level of EpiCentre, 210 East Trade Street, in uptown Charlotte. Reservations are now being accepted for the Grand Opening Celebration online at VidaCantina.com or by calling the restaurant at 704-971-8432

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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