



**FOR IMMEDIATE RELEASE**

**The Margarita Revolution is Coming to Vida**

*Win tickets to the Skinny unveiling September 18*

**Charlotte, NC (September 6, 2010)** – Vida Mexican Kitchen y Cantina is changing the way Charlotte looks at margaritas by introducing The Skinny, Vida’s low caloric version of the classic margarita.

The average margarita served in restaurants checks in upwards of 300-350 calories, while The Skinny at Vida is made with simple, fresh ingredients and weighs in around 100 calories. Vida will unveil its Skinny Margarita Saturday, September 18 during the Vida First Look Celebration. The First Look Celebration is an invitation only event, but Vida will be giving away tickets leading up to September 18 to members of The Good Life Club.

The Good Life Club is Vida's members only dining club, which is free to join. Club members will receive complimentary guacamole prepared tableside on their first visit to Vida, as well as special offers to help commemorate birthdays, anniversaries and other special occasions. Members will also be the first to know about the latest happenings at Vida, including new dishes, special events and promotions. Application for membership in The Good Life Club is available online at [VidaCantina.com](http://VidaCantina.com).

“We want to serve our guests a cocktail that’s not only refreshing, but a healthier option as well,” says Sean O’Brien, Vida Operating Partner. “The Skinny at Vida has the authentic margarita taste you love, without all the calories.”

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](http://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](http://www.VidaCantina.com), connect with them on Facebook at [facebook.com/VidaCantina](https://facebook.com/VidaCantina) or follow Vida on Twitter at [twitter.com/vidacantina](https://twitter.com/vidacantina).

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