



**FOR IMMEDIATE RELEASE**

**Fresh, Handcrafted Tortillas Highlight Vida Menu**

*Local artisan will create tortillas daily*

**Charlotte, NC (August 19, 2010)** – When Chris Swinyard set out to construct the menu for Vida Mexican Kitchen y Cantina he made a goal to only use only the freshest, most flavorful ingredients possible. With over 25 years in the restaurant business, Swinyard knew every great Mexican dish began with homemade tortillas.

Now after months of sampling and taste testing, Swinyard has found the tortillas that will lay the foundation for every dish at Vida. A local artisan, who was born, raised and trained in Mexico, will handcraft corn and flour tortillas, tortilla chips for dipping and fresh masa for tamales. These tortillas are made fresh daily from 100% North Carolina white corn with no preservatives using old-world, traditional Mexican techniques.

“There is absolutely no substitute for fresh tortillas,” said Swinyard, Executive Chef at Vida. “It is the difference between a good dish and a fantastic dish. One of the things that will set Vida apart from other Mexican-themed restaurants is the attention to detail we put into every recipe – and that starts with fresh tortillas made with local ingredients produced daily. Once you try our dishes, you will be able to taste the difference.”

Opening this September, 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 the 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).

Contact: Sammy Eanes, 540-525-0864, [seanes@fhp-usa.com](mailto:seanes@fhp-usa.com)

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