



## FOR IMMEDIATE RELEASE

### Vida es Verde

*New restaurant to feature multiple “green” initiatives*

**Charlotte, NC (April 26, 2010)** – Even though it has yet to open, Vida Mexican Kitchen y Cantina has already created buzz in the region as uptown Charlotte’s first Mexican restaurant and tequila bar. Vida is also setting the pace when it comes to environmentally friendly restaurants with its Vida es Verde campaign.

The Vida menu boasts imaginative concepts incorporating traditional Mexican cooking with contemporary pairings. As part of his commitment to provide Charlotteans with an unrivaled food experience, Executive Chef Chris Swinyard will prepare many Vida dishes using the Slow Food method, which strives to preserve traditional and regional cuisine and promotes farming of plants, seeds and livestock indigenous to the local ecosystem. Slow Food ([www.SlowFood.com](http://www.SlowFood.com)) believes that food should be produced in a clean way that does not harm the environment, animal welfare or our health. Vida will use produce grown on farms in the Carolinas and meats raised locally as well.

“Vida’s menu has been crafted in the classic, old-world style,” said Swinyard. “When Mexican cooking originally evolved hundreds of years ago, they obviously had to rely on locally grown produce, hand crafted tortillas and meats from local farms. Vida is taking Mexican cuisine back-to-basics, in a manner of speaking, by using Slow Food methods in obtaining our ingredients.”

In addition to Verde aspects of Vida’s menu, the restaurant is implementing other “green” practices, including using to-go and catering packaging made from a combination of recycled paper and renewable products. Furthermore, Vida will feature an energy efficient design with LED lighting, eco-friendly materials and water conservation fixtures.

“We are committed to setting Vida apart from other restaurants in Charlotte, including our impact on the environment,” said Sean O’Brien, Operating Partner. “That commitment will be seen not only in our food production, but also in the materials used to build Vida and in the operations on a daily basis, such as to-go packaging and recycling.”

Opening this summer, 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).

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