



FRIDA

URBAN TAQUERIA



PIES, ¿PARA QUÉ LOS QUIERO SI TENGO ALAS PARA VOLAR?



FEET, WHAT DO I NEED THEM FOR IF I HAVE WINGS TO FLY?

FRIDA KAHLO



WHO WE ARE

We are the Rosas Bailon Family. Mayte Bailon is the mom, the owner, the chef, and the businesswoman who brought the idea to life. Nate, Ezra, and Kevin are the sons, university students, and the workers who keep the business going. Juan Rosas is the dad, the financial wiz who helped get the business up and running. Ofe, Yair, and Andy, extended family, are also part of the team, helping with the day to day.

We immigrated from Queretaro, Mexico to Edmonton in the mid-2010s. It all started as a started as a small taco stand at the Edmonton City Farmers' Market on 104 Street in the summer of 2017. Frida Urban Taqueria opened its doors in December 2020.

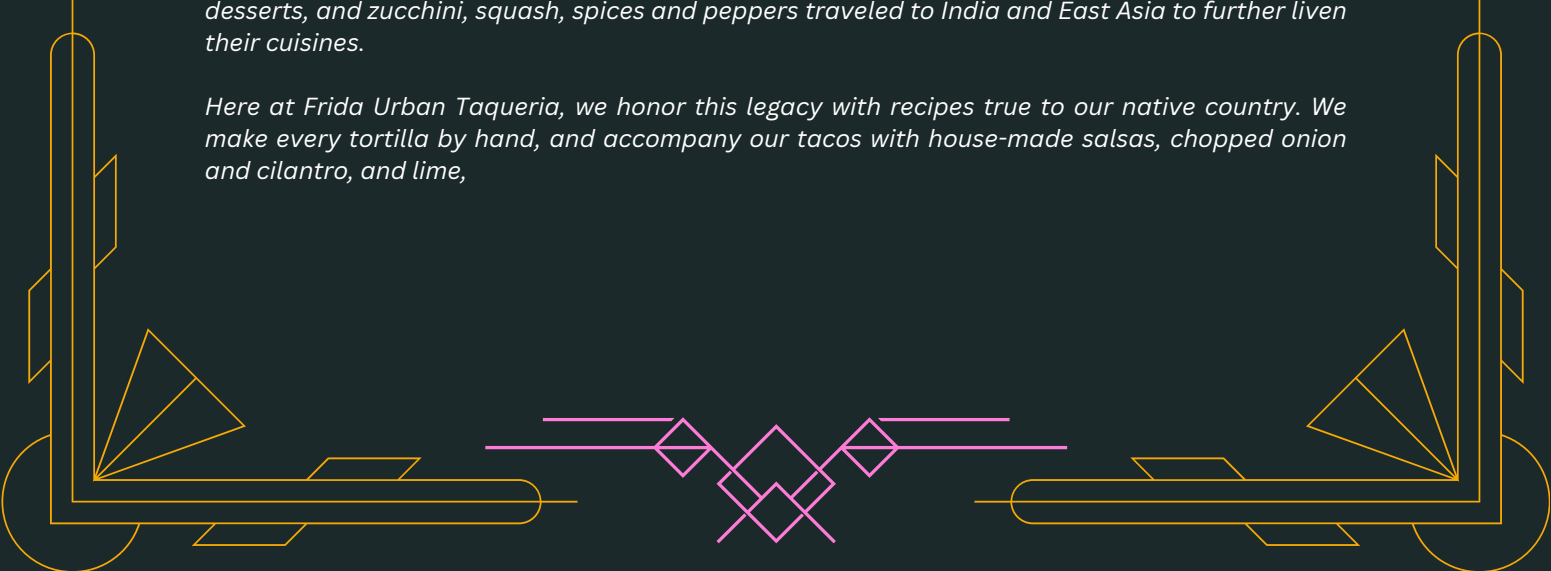
The restaurant was named after renown artist Frida Kahlo, a painter and poet from Mexico City who gained world-wide popularity and fame during the 1930s-50s. Her art and poetry captivated audiences due to its raw portrayal of the human body and spirit. Frida championed for women, indigenous and queer rights during a time when it was dangerous to do so. Further, she refused to conform to societally constructed gender norms, which is why she sported her famous unibrow.

Frida suffered many tragedies during her life, including polio and a bus accident which left her paralyzed for a time. Her spirit of perseverance and freedom of expression is what inspired us to use her as the motif for the restaurant.

THE FOOD

At Frida Urban Taqueria, we celebrate the richness and history of Mexican gastronomy. Modern Mexican cuisine is the principal child of the Old World and the New World. The Aztec and Mayan empires had immense gastronomies which fused with Spanish and Arabic gastronomies to create one of the most extensive and exquisite national cuisines in the world. Aztec salsa made its way around the world to Italian pasta and pizza, chocolate and vanilla traveled to France to flavor desserts, and zucchini, squash, spices and peppers traveled to India and East Asia to further liven their cuisines.

Here at Frida Urban Taqueria, we honor this legacy with recipes true to our native country. We make every tortilla by hand, and accompany our tacos with house-made salsas, chopped onion and cilantro, and lime,



ENTRADAS

APPETIZERS

GUACAMOLE AND CHIPS | 13
*avocado, tomato, onion, cilantro, jalapeño.
not customizable .*

PICO DE GALLO AND CHIPS | 11
*tomato, onion, cilantro, jalapeño. not
customizable.*

FRIJOLES AND CHIPS | 11
refried beans.

SALSA VERDE AND CHIPS | 10
green tomato salsa.

SALSA ROJA AND CHIPS | 10
red tomato salsa.

GUACAMOLE PLATTER | 24
guacamole, refried beans, and salsa roja.

PICO DE GALLO PLATTER | 22
pico de gallo, refried beans, and salsa roja.

SALSA PLATTER | 20
avocado salsa, salsa verde, and salsa roja.

SIDES

ENSALADA MAYTE | 12
*salad: mixed greens, sweet potatoes, roasted
corn, onion, grape tomatoes, queso fresco,
and cilantro dressing.*

GUACAMOLE | 8
*avocado, tomato, onion, cilantro, jalapeño.
not customizable .*

PICO DE GALLO | 7
*tomato, onion, cilantro, jalapeño. not
customizable.*

FRIJOLES | 7
refried beans.

SALSA VERDE | 6
green tomato salsa.

SALSA ROJA | 6
red tomato salsa.

CHIPS | 6
homemade corn tortilla chips.

TACOS

MEAT

AL PASTOR | 6 | single
*pork shoulder marinated in guajillo and
achiote sauce, pineapple, cilantro, onion.*

CARNE ASADA | 6.5 | single
grilled steak, grilled onions, cilantro.

FAJITAS | 6 | single
*grilled chicken breast, sautéed bell peppers
and onion, cilantro.*

PREMIUM

CARNITAS
single: 6.5 | order of three: 17
*confit pork, pickled jalapeño, pico de gallo,
cilantro. included in taco tuesday classic
special, not premium.*

SUADERO
single: 7 | order of three: 19
tender confit beef brisket, onions, cilantro.

PESCADO : FISH | 21 (order of three)
*beer-battered basa, chipotle coleslaw,
avocado, valentina.*

CAMARONES : SHRIMP | 21 (order of three)
*beer-battered shrimp, chipotle coleslaw,
avocado, valentina.*

VEGAN

PAPAS CON FRIJOLES | 5.5 | single
*refried beans, roasted potatoes, sautéed bell
peppers and onions, optional queso fresco.*

CAMOTE | 5.5 | single
*sweet potato, kale, corn, cilantro, and onion,
optional queso fresco.*

CALABAZA | 5.5 | single
*sautéed zucchini, bell peppers, onions, and
corn, optional queso fresco.*

CHAMPIÑON | 5.5 | single
*sautéed baby portabello mushrooms, bell
peppers, and onions, optional queso fresco.*

*Tacos served with salsa, cucumber, raddish,
and lime*

EXTRAS

AVOCADO | 4
SOUR CREAM | 2
CHEESE : QUESO FRESCO | 2
ADDITIONAL SALSA | 2
HABANERO SALSA | 2
REFRIED BEANS | 4
LIMES | 1
VALENTINA | 1
JALAPEÑOS | 2

PLATILLOS

QUESADILLAS

QUESADILLAS | 19

order of two, artisanal corn tortillas, grilled cheese, and your choice of filling. choice of steak, pork, chicken, birria (+2), shrimp (+2), brisket (+2), potato, zucchini, or mushroom.

GRINGA | 14

double flour-tortilla, grilled cheese, al pastor and carne asada, onion, cilantro.

QUESADILLA SENCILLA | 8

double flour-tortilla stuffed with cheese .

PASTRIES

GORDITA | 11

single, hand-made fried corn-flour pastry stuffed with mozzarella, pork carnitas, salsa roja, lettuce, queso fresco.

EMPANADAS | 21

order of two, hand-made fried pastries filled with you choice of filling, topped with lettuce, sour cream, pico de gallo, salsa. choice of steak, pork, chicken, zucchini, or mushroom .

PLATES

ENCHILADAS | 22

order of four, potato and mozzarella on corn tortillas, smothered in tomatillo salsa, topped with lettuce, sour cream, queso fresco. chicken +2

MOLACAJETE | 64

(serves 2-3)

meat platter, chorizo, carne asada, al pastor, fajitas, shrimp, nopales (cactus), refried beans, salsas, eight tortillas. additional four tortillas +3



ARTISANAL COCKTAILS

FROM MEXICAN LIQUEURS

FRIDA KAHLO | 15

margarita: nodo reposado 2 oz, hibiscus, squeezed lime, agave, shaken.

EL AMOR | 16

paranubes oaxaca rum 2 oz, hibiscus, elderberry, angel's trumpet/ nightshade, agave.

NATE | 19

mezcal derrumbes san luis potosi 2 oz, chocolate, guava, orange, agave.

SOREN | 17

sauvignon blanc, root of lime tree, grapefruit peel, parsley, dried butterfly pea flower, blueberry.

PRIDE: LAVERNE COX | 19

margarita: nodo reposado 2 oz, cointreau, avocado, orange, agave, blended.

KEV'S ELIXIR | 16

sangria: berry wine, ginger, mango, blueberry, turmeric.

EL CAIDO | 16

mezcal el occidental 2 oz, ginger, turmeric, coriander seeds, cardamom seeds.

XILA HORCHATA | 19

mezcal 2 oz, horchata with caramelized pineapple, ancho chili, cinnamon, black pepper, cloves, lavender.



COURTESY OF THE BEVERAGE COLLECTIVE

TEQUILA

MARGARITAS

HOUSE | 12
nodo blanco 2 oz, squeezed lime, agave, shaken.

COCONUT | 14
1800 silver coconut 2 oz, squeezed lime, agave, shaken.

SPICY | 14
tradicional silver 2 oz, mexican spices, squeezed lime, agave, shaken.

PREMIUM | 16
choice of premium tequila 2 oz, fresh lime, agave, shaken.

ULTRA PREMIUM | 19
choice of ultra premium tequila 2 oz, fresh lime, agave, shaken.

ON THE ROCKS

PREMIUM | 8
select tequilas 1 oz: 1800 plata, 1800 reposado, tradicional añejo, patron añejo, don julio plata.

ULTRA PREMIUM | 10
select tequilas 1 oz: 1800 añejo, don julio reposado, don julio añejo, hornitos añejo, dobel diamante.

PALOMAS

HOUSE | 13
nodo reposado 2 oz, squeezed lime, grapefruit juice, grapefruit soda, agave.

PREMIUM | 17
choice of premium tequila 2 oz, fresh lime, grapefruit juice, grapefruit soda, agave.

ULTRA PREMIUM | 20
choice of ultra premium tequila 2 oz, fresh lime, grapefruit juice, grapefruit soda, agave.

MEZCAL

COCKTAILS

MARGARITA | 19
400 conejos 2 oz, fresh lime, agave, shaken.

PALOMA | 20
400 conejos 2 oz, fresh lime, grapefruit juice, grapefruit soda, agave.

ON THE ROCKS

MEZCALES | 10
creyente, 400 conejos, el occidental, or montelobos, 1 oz.

MEZCALES DERRUMBES | 12
oaxaca, michoacan, san luis potosi, zacatecas, tamaulipas, or durango, 1 oz.

WINE

GLASSES

HOUSE RED : EL COTO CRIANZA
five oz : 10 | eight oz : 14 | bottle : 42
spain, tempranillo, 2016

HOUSE WHITE : SAUVIGNON BLANC
five oz : 10 | eight oz : 14 | bottle : 42
portugal, cabriz, 2021

ESTATE MALBEC | five oz : 10 | eight oz : 14
argentina, 2020

COLHEITA ROSE | five oz : 10 | eight oz : 14
portugal, cabriz, 2021

MISTINGUETT BRUT NATURE | five oz : 10 | eight oz : 14
spain, cava, sparkling

SANGRIA

SANGRIA ROJA | 14
house red, señoral, orange, berries.

SANGRIA BLANCA | 14
house white, señoral, orange, berries.

MISC

HIGHBALLS

BOMBAY SAPPHIRE AND TONIC | 10
classic gin and tonic, 2 oz.

ABSOLUT AND TONIC | 10
classic vodka and tonic, 2 oz.

BEERS

CORONA | 8
DOS EQUIS LAGER | 8
MODELO ESPECIAL | 8.5
MODELO NEGRA | 8.5
PACIFICO | 8

CHIQUITA LAGER | 9
TROUBLED MONK GOLDEN ALE | 6
TROUBLED MONK DAYCATION | 9

MICHELADA CON CLAMATO | 6

RUM

MOJITO | 14
blanco 2 oz, fresh lime, mint, soda.

PIÑA COLADA | 16
bacardi blanco 2 oz, pineapple, coconut, blended.

PIÑA COLADA PREMIUM | 18
havana 7 or bumbu xo , 2 oz, pineapple, coconut, blended.

CUBA LIBRE | 12
classic rum and coke, 2 oz.

RONCHATA | 12
bacardi blanco 2 oz, horchata, cinammon.

NON-ALCOHOLIC

STILL

HORCHATA | 6
rice, cinnamon, cold.

JAMAICA | 6
hibiscus iced tea.

CAFE DE OLLA | 6
traditional homemade coffee with chocolate, sugar cane, cinnamon. optional milk (recommended) or oatmilk.

AMERICANO | 4

TEA | 4
ask your server for tea options.

CARBONATED

COCA COLA (MEXICAN) | 5
DIET COKE | 3
CANNED COKE | 3

SANGRIA SEÑORAL | 6
non-alcoholic carbonated wine

JARRITO | 5
mango, guava, lime, strawberry, pineapple, mandarin, watermelon, tamarind, hibiscus, grapefruit, tamarind.

CLUB SODA | 3
GINGER ALE | 3

DESSERTS

TRES LECHES | 10
vanilla sponge cake doused in three milks, topped with pineapple.

FLAN NAPOLITANO | 8
custard topped with peaches.

CHURROS | 8
choice of chocolate, caramel, or white chocolate.

+ VANILLA ICE CREAM | 3

SPECIALS

TACO TUESDAY

THE CLASSIC
5 TACOS | 25

*must mix and match.
choose between:
al pastor, carne asada, fajitas, carnitas, papas con
frijoles, camote, calabaza, or champiñon.*

THE PREMIUM
4 TACOS | 25

*must mix and match.
choose between:
suadero, camarones : shrimp, pescado : fish.*

OTHER

MONDAY
house margarita | 9

WEDNESDAY
two gorditas | 18

THURSDAY
shrimp quesadillas | 19

FRIDAY
house paloma | 9.5

HAPPY HOUR

3-6 PM

WED TO SAT

DRINKS

HOUSE MARGARITA | 9.5
HOUSE PALOMA | 10

HOUSE WINE | five oz : 6 | eight oz : 9

FOOD

AL PASTOR TACO | 5 single
FAJITA TACO | 5 single

GRINGA | 11



FRIDA

URBAN TAQUERIA

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