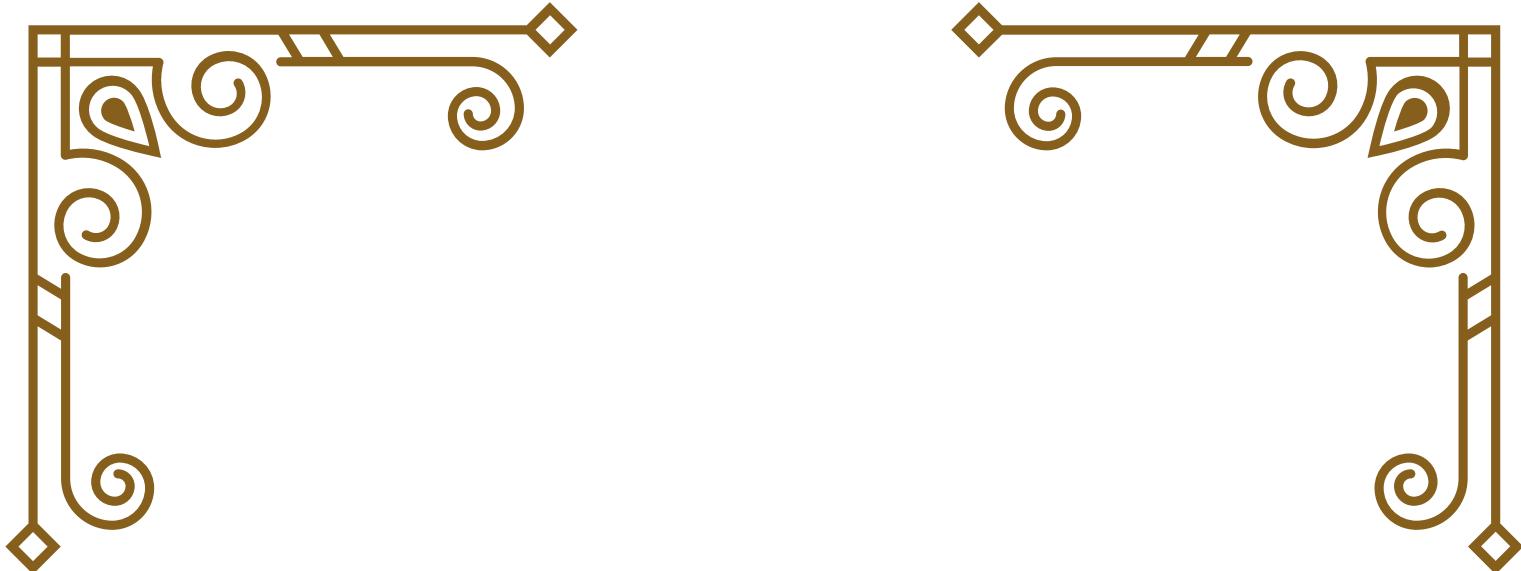


# FIRIDA

urban taqueria



MEXICAN STREET CUISINE  
*deliciously authentic*



## WHAT IS MEXICAN FOOD...

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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 extensive gastronomies which were 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.

At the heart of Mexican gastronomy are tacos. A taco is simply a tortilla, a flat corn - bread, with a filling inside. Here at Frida Urban Taqueria, we stay true to the recipes from our native country. We make every tortilla by hand from fresh masa. Tacos are accompanied by house-made salsas, chopped onion and cilantro, fresh cucumber slices, and lime.

## APPETIZERS

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GUACAMOLE and CHIPS | 14

PICO DE GALLO AND CHIPS | 11

REFRIED BEANS and CHIPS | 11

SALSA VERDE and CHIPS | 9

SALSA ROJA and CHIPS | 8

PICO DE GALLO individual | 7

SALSA VERDE individual | 6

SALSA ROJA individual | 5

GUACAMOLE individual | 8

HOMEMADE CHIPS | 5

# TACOS

## INDIVIDUAL

### AL PASTOR | 6

*pork shoulder marinated in guajillo and achiote sauce, topped with pineapple, onions and cilantro, fresh avocado salsa on the side.*

### SUADERO | 7

*tender confit brisket, topped with onions and cilantro, fresh salsa verde on the side.*

### CARNE ASADA | 6.5

*grilled steak, , topped with grilled onions and cilantro, fresh salsa roja on the side.*

### FAJITAS | 6.5

*grilled chicken breast, sautéed bell pepper and onions, topped with cilantro, fresh salsa roja on the side.*

### CARNITAS | 6.5

*confit pork, pickled jalapeno, pico de gallo, topped with cilantro, fresh salsa roja on the side.*

### PAPAS con FRIJOLES vegan | 5.5

*refried beans, roasted potatoes, fresh salsa roja on the side (optional queso fresco).*

### CAMOTE vegan | 5.5

*sweet potatoes and kale, stopped with onions, fresh salsa verde on the side (optional queso fresco).*

### CALABAZA vegan | 5.5

*sautéed zucchini, bell pepper, and corn, fresh salsa roja on the side (optional queso fresco).*

### CHAMPIÑON vegan | 5.5

*sautéed baby portobello mushrooms and bell peppers, fresh salsa roja on the side (optional queso fresco).*

# TACOS

## ORDER OF 3

### PESCADO : FISH | 21

*beer battered basa, chipotle coleslaw, avocado slices, valentina on the side*

### CAMARONES : SHRIMP | 21

*shrimp, chipotle coleslaw, avocado slices, valentina on the side*

### CARNITAS | 17

*confit pork, pickled jalapeno, pico de gallo, topped with cilantro, fresh salsa roja on the side*

### SUADERO | 19

*tender confit beef brisket, topped with onions and cilantro, fresh salsa verde on the side*

# PLATILLOS

### QUESADILLAS (x2) | 19

*artisanal tortilla, grilled cheese, fresh salsa on the side*

*choice of steak, pork, chicken, shrimp (+2), potato, zucchini, or mushroom.*

### QUESADILLA SENCILLA | 10

*double flour tortilla with grilled cheese.*

### GORDITA (x1) | 11

*fried tortilla stuffed with cheese, pork carnitas, salsa roja, and lettuce.*

### EMPAÑADAS (x2) | 21

*hand-made fried pastry filled with your choice of steak, pork, chicken, mushroom or zucchini, topped with lettuce, pico de gallo, and salsa roja.*

### QUESAFRIDA (x1) | 14

*double flour tortilla with grilled cheese, pastor and asada, topped with cilantro and onion, fresh salsa roja on the side.*

### ENCHILADAS (x4) | 23

*potato and mozzarella on corn tortillas smothered in tomatillo salsa and topped with sour cream, queso fresco and lettuce.*

### MOLCAJETE | 55

*meat platter including chorizo sausage, carne asada, al pastor, fajitas, shrimp, nopales (cactus), refried beans, and grilled jalapeno. Includes 8 tortillas. Sharable between 2 to 3 people.*

# DESSERTS

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TRES LECHES | 10

*vanilla sponge cake soaked in three milks, topped with pineapple*

FLAN NAPOLITANO | 8

*spanish custard topped with peaches*

CHURROS | 8

*choice of chocolate or caramel.*

+ VANILLA ICE CREAM | 3

# EXTRAS

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AVOCADO | 4

SOUR CREAM | 2

CHEESE | 2

SALSA | 2

REFRIED BEANS | 4

LIMES | 1

VALENTINA | 1

# DID YOU KNOW...

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*Salsa and lime are not only garnishes to be gazed at, they add a richness and flavor you don't want to miss out on. And don't forget to snack on the cucumber and radish slices to refresh your palate.*

*Quesadilla comes from the words "queso" and "tortilla", the former meaning cheese. Therefore, a quesadilla is simply cheese on a tortilla. In Mexico, this will typically be a corn tortilla with cheese and perhaps a filling. We stay true to this recipe which is why we do not offer cheese on our meat tacos (since it would turn it into a quesadilla). Queso fresco (a brother to feta cheese) is the exception because of its texture, which goes nicely with vegetarian tacos.*

## NON-ALCOHOLIC

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HORCHATA | 6

JAMAICA | 6

*habiscus iced tea*

AGUA FRESCA | 6

*ask your server for the week's flavour.*

JARRITOS | 4

*mango, guava, strawberry, lime, mandarin, tamarind, pineapple, grapefruit, watermelon.*

SANGRIA | 4

*a non-alcoholic wine-grapes soda.*

COCA COLA (made in Mexico) | 4

DIET COKE | 3

REGULAR COKE | 3

CLUB SODA or TONIC WATER | 3

CAFE DE OLLA | 6

*traditional homemade coffee with chocolate, sugar cane, cinnamon. optional milk or oat milk.*

BLACK COFFEE | 4

TEA | 3.5

*ask your server for tea options*

## BEERS

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CORONA | 8

DOS EQUIS LAGER | 8

DOS EQUIS AMBAR | 8

NEGRA MODELO | 8.5

MODELO ESPECIAL | 8.5

PACIFICO | 8

CHIQUITA LAGER | 9

TROUBLED MONK GOLDEN ALE | 6

TROUBLED MONK DAYCATION | 9

MICHELADA | 4

*mexican mix to add to your beer made up of lime, worcestershire sauce, soy sauce, and spices.*

MICHELADA CON CLAMATO | 6

BEER BUCKET x 8 | 59

# COCKTAILS

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## TEQUILA

### MARGARITA HOUSE | 12

*tradicional silver tequila (2 oz), fresh lime juice, and sweetener. shaken.*

### MARGARITA PREMIUM | 15

*select tequilas: 1800 Plata or Reposado,, Don Julio Plata or Reposado, Tradicional Añejo.*

### MARGARITA ULTRA PREMIUM | 19

*select tequilas: 1800 Añejo, Don Julio Añejo, Hornitos Añejo, Herradura Añejo, conditional (ask your server).*

### MARGARITA 1800 COCONUT | 15

### MARGARITA FRIDA KAHLO | 15

*silver tequila, hibiscus, fresh lime juice, and sweetener.*

### MARGARITA PRIDE LAVERNE COX | 17

*silver tequila, orange, avocado, and sweetener. blended.*

### MARGARITA SPICY | 14

*gold tequila, fresh lime juice, mexican spices, and sweetener.*

### PALOMA HOUSE | 12

*tradicional gold tequila (2 oz), grapefruit juice, lime juice, soda, and sweetener.*

### PALOMA PREMIUM | 15

*select tequilas: 1800 Plata or Reposado,, Don Julio Plata or Reposado, Tradicional Añejo.*

### PALOMA ULTRA PREMIUM | 19

*select tequilas: 1800 Añejo, Don Julio Añejo, Hornitos Añejo, Herradura Añejo, conditional (ask your server).*

## MEZCAL

### MARGARITA MEZCAL | 19

*select mezcal (2 oz), fresh lime juice, and sweetener. shaken.*

### PALOMA HOUSE | 19

*select mezcal (2 oz), grapefruit juice, lime juice, soda, and sweetener.*

# COCKTAILS

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## RUM

### MOJITO | 12

*bacardi white rum (2 oz), fresh lime juice, mint, sweetener, and soda.*

### CUBA LIBRE | 12

*classic rum and coke.*

### CUBA LIBRE PREMIUM | 15

*classic rum and coke.*

### PIÑA COLADA | 15

*Havana 7 or Bumbu XO, pineapple, coconut, and sweetener, blended.*

### PIÑA COLADA PREMIUM | 17.5

*bacardi white rum, pineapple, coconut, and sweetener, blended.*

### RONCHATA | 12

*coconut rum, horchata, and cinnamon.*

## MISC

### BOMBAY SAPPHIRE AND TONIC | 15

*classic gin and tonic (2 oz).*

### VODKA TONIC | 12

*Absolut vodka and tonic water (2 oz).*

## WINE

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### HOUSE RED | six oz : 8 | nine oz : 12

### HOUSE WHITE | six oz : 8 | nine oz : 12

# SHOTS

## TRADICIONAL SHOTS | 8

*Tradicional Plata or Reposado 1 oz.*

## PREMIUM SHOTS | 10

*1800 Plata, Reposado or Coconut, Don Julio Plata or Reposado, Tradicional Añejo.*

## ULTRA PREMIUM SHOTS | 12

*1800 Añejo, Don Julio Añejo, Hornitos Añejo, Herradura Añejo, conditional (ask your server).*

## COCKTAIL SHOTS | 10

*margarita, coconut, grapefruit, spicy, or Frida Kahlo. 2 oz shot, 1 oz tequila.*

## MEZCAL PREMIUM | 14

*smoky, aged mezcal, 2 oz. ask your server for current selection.*

# SPECIALS

## DAILY PROMOS

### MONDAY

*margarita monday | 9.5*

### TUESDAY

*taco tuesday specials*

### 5 TACOS | 25

*THE CLASSIC: mix and match (no more than 2 of a kind)*

*al pastor, carne asada, fajitas, carnitas, papas con frijoles, camote, calabaza, and champiñon.*

### 4 TACOS | 25

*PREMIUM: mix and match 2 flavors*

*suadero, pescado, or camarones.*

### WEDNESDAY

*2 gorditas | 17*

### THURSDAY

*shrimp quesadillas | 19*

### FRIDAY

*paloma cocktail | 9.5*

### SATURDAY

*beer bucket (8 beers) | 49*

### SUNDAY

*free horchata, jamaica, or agua fresca with any street food.*

## HAPPY HOUR

3 -6 pm

### COCKTAILS

*house margarita | 10*

*house paloma | 10*

### WINE

*house wine | six oz: 6 / nine oz: 9*

### SHOTS

*tradicional shots | 6*

### FOOD

*al pastor taco | 5*

*fajita taco | 5*

*quesafrita | 11*



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

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

*Frida Kahlo*

# WHO WE ARE

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We are the Rosas Bailon Family. Mayte Bailon is the mom, the owner, the culinary artist, and the businesswoman who made it all happen. Nate, Ezra, and Kevin are the sons, university students, and workers who keep the business going. Juan Rosas is the dad, the financial wiz who helped get the business up and running. Mayte's siblings Jorge Alex and Ofe are also part of the team, helping with the day to day.

We immigrated from Queretaro, Mexico in the mid 2010s. We started selling tacos at the 104 farmers' market with a little taco stand. Our popularity grew and we expanded to other markets, festivals, and catering events. We began the process of opening a restaurant in 2019 and we planned to open May 5, 2020. Due to an unforeseen event you may have heard of in 2020, our opening was delayed. We opened our doors for takeout orders on December 19, 2020, and on February 8, 2021, intermittently for dine-in. Our success has been due to you, the Edmonton community. We love and appreciate your support and the opportunity to share our culture with you.

The restaurant is named after renowned artist Frida Kahlo. Frida was a painter and poet from Mexico City who gained world-wide popularity and fame during the 1930-50s. Her art and poetry captivated viewers and readers due to its raw portrayal of the human body and spirit. Frida also championed for women, indigenous and queer rights in a time when it was dangerous to do so. She also 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.