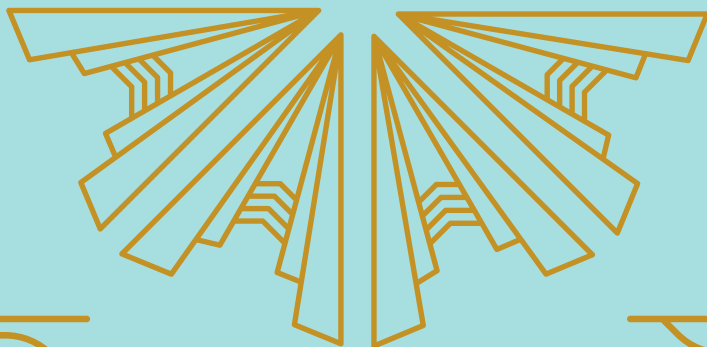




FRIDA

URBAN TAQUERIA





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 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. She was a free thinker and believed in the rights for women, indigenous and queer people. She proudly displayed her famous unibrow in defiance of gender norms and stereotypes.

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 work to Italian pasta and pizza, chocolate and vanilla traveled to France to flavour desserts, and zucchini, squash, spices and peppers traveled to India and East Asia to further liven their cuisines.

Here at Frida Urban Taqueria, we honour 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 | 14
avocado, tomato, onion, cilantro, jalapeño.

PICO DE GALLO AND CHIPS | 13
tomato, onion, cilantro, jalapeño.

FRIJOLES AND CHIPS | 13
refried beans.

SALSA VERDE AND CHIPS | 13
green tomato salsa.

SALSA ROJA AND CHIPS | 13
red tomato salsa.

GUACAMOLE PLATTER | 25
guacamole, refried beans, and salsa roja, chips included.

PICO DE GALLO PLATTER | 24
pico de gallo, refried beans, and salsa roja, chips included.

SALSA PLATTER | 24
avocado salsa, salsa verde, and salsa roja, chips included.

SIDES

GUACAMOLE | 9
avocado, tomato, onion, cilantro, jalapeño.

PICO DE GALLO | 8
tomato, onion, cilantro, jalapeño.

FRIJOLES | 8
refried beans.

SALSA VERDE | 7
green tomato salsa.

SALSA ROJA | 7
red tomato salsa.

CHIPS | 7
homemade corn tortilla chips.



TACOS

MEAT

AL PASTOR | 7 | single

pork shoulder marinated in guajillo and achiote sauce, pineapple, cilantro, onion. gluten free.

CARNE ASADA | 7 | single

grilled steak, grilled onions, cilantro. gluten free

FAJITAS | 7 | single

grilled chicken breast, sautéed bell peppers and onion, cilantro. gluten free.

VEGAN

PAPAS CON FRIJOLES | 6.5 | single

refried beans, roasted potatoes, sautéed bell peppers and onions, optional queso fresco.

CAMOTE | 6.5 | single

sweet potato, kale, corn, cilantro, and onion, optional queso fresco.

CALABAZA | 6.5 | single

sautéed zucchini, bell peppers, onions, and corn, optional queso fresco.

CHAMPIÑÓN | 6.5 | single

sautéed baby portabello mushrooms, bell peppers, and onions, optional queso fresco.

PREMIUM

CARNITAS

single: 8 | order of three: 22

confit pork, pickled jalapeño, pico de gallo, cilantro. gluten free.

SUADERO

single: 8 | order of three: 22

tender confit beef brisket, onions, cilantro. gluten free.

PESCADO : FISH | 22.5 (only order of three)

beer-battered basa, chipotle coleslaw, avocado, valentina.

CAMARONES : SHRIMP | 22.5 (only order of three)

beer-battered shrimp, chipotle coleslaw, avocado, valentina. can be gluten free.

Tacos served with salsa, cucumber, raddish, and lime. Queso fresco/ cheese is never added to meat tacos.

EXTRAS

AVOCADO | 5

SOUR CREAM | 2

CHEESE : QUESO FRESCO | 3

ADDITIONAL SALSA | 2

HABANERO SALSA | 3

REFRIED BEANS | 4.5

LIMES | 2

VALENTINA | 2

PICKLED JALAPEÑOS | 2



PLATILLOS

QUESADILLAS

QUESADILLAS | 23

order of two, artisanal corn tortillas, grilled cheese, and your choice of filling. choice of steak, pork, chicken, potato, zucchini, or mushroom. gluten free.

add Brisket, Birria, or Shrimp +2

GRINGA | 17

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

QUESADILLA SENCILLA | 10

double flour-tortilla stuffed with cheese and a side of sour cream.

PASTRIES

GORDITA | 14

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

EMPANADAS | 25

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

PLATES

ENCHILADAS | 24

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


ENCHILADAS DE MOLE | 28

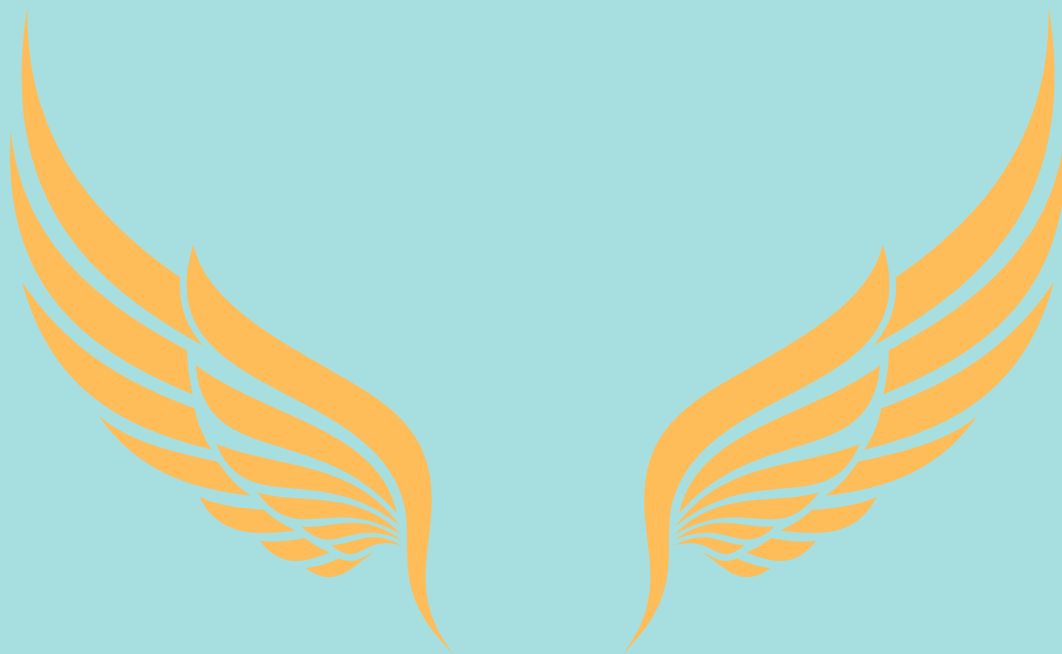
order of four, chicken with mozzarella on corn tortillas, smothered in homemade mole sauce, topped with lettuce, sour cream, queso fresco.

MOLCAJETE | 78

(serves 2-3)

meat platter, chorizo, carne asada, al pastor, fajitas, shrimp, nopales (cactus), refried beans, salsas, eight tortillas. gluten free. **additional four tortillas +4**





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



SPECIALS

TACO TUESDAY

THE CLASSIC 4 TACOS | 24

must mix and match.

choose between:

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

THE PREMIUM 4 TACOS | 28

must mix and match.

choose between:

suadero, camarones : shrimp, pescado : fish.

OTHER

MONDAY

house margarita | 10

WEDNESDAY

two gorditas | 22

THURSDAY

shrimp quesadillas | 21

FRIDAY

house paloma | 10

SATURDAY

two peach margaritas | 25

HAPPY HOUR

3-6 PM

WED TO SAT

DRINKS

HOUSE MARGARITA | 11
HOUSE PALOMA | 11

HOUSE WINE | five oz : 10 | eight oz : 13

FOOD

AL PASTOR TACO | 6 single
FAJITA TACO | 6 single

GRINGA | 15





TEQUILA

MARGARITAS

HOUSE | 14

jose cuervo blanco tradicional 2 oz, squeezed lime, agave, shaken.

COCONUT | 17

1800 coconut 2 oz, squeezed lime, agave, shaken.

SPICY | 17

jose cuervo reposado tradicional 2 oz, mexican spices, squeezed lime, agave, shaken.

PEACH | 15

jose cuervo blanco tradicional 2 oz, peach extract, lime, agave, shaken.

WILDBERRY | 16

jose cuervo tradicional 2 oz, strawberry, raspberry, and blackberry extract, lime, agave, shaken.

SPICY MANGO | 16

mango extract and tequila, jose cuervo reposado tradicional 2 oz, mexican spices, squeezed lime, agave, shaken.

PREMIUM | 19

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

ULTRA PREMIUM | 21

choice of ultra premium tequila 2 oz, fresh lime, agave, shaken.

NEAT

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.

THE FLY | 25

4 shots: tequila blanco, tequila reposado, 1800 coconut tequila, tequila añejo

PALOMAS

HOUSE | 14

jose cuervo reposado tradicional 1.5 oz, squeezed lime, grapefruit juice, grapefruit soda, agave.

PREMIUM | 18

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

ULTRA PREMIUM | 21

choice of ultra premium tequila 2 oz, fresh lime, grapefruit juice, grapefruit soda, agave.

MEZCAL

COCKTAILS

MARGARITA | 20

400 conejos 2 oz, fresh lime, agave, shaken.

PALOMA | 21

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

NEAT

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.



ARTISANAL COCKTAILS

FROM MEXICAN LIQUEURS

FRIDA KAHLO | 17

margarita: jose cuervo blanco tradicional 2 oz, hibiscus, squeezed lime, agave, shaken.

flavor: sweet, smooth, semi-strong

EL AMOR | 17

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

flavor: decadent, strong, sweet

NATE | 19

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

flavor: smokey, sweet, fruity

SOREN | 18

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

flavor: tangy, strong, sharp

MICHOACAN | 19

blended margarita: jose cuervo blanco tradicional 2 oz, cointreau, avocado, orange, agave.

flavor: smooth, creamy, sweet

KEV'S ELIXIR | 16

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

flavor: fruity, semi-strong

EL ANGEL CAIDO | 16

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

flavor: zesty, strong, smokey, sweet

XILA HORCHATA | 19

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

flavor: smooth, sweet, spiced

COURTESY OF THE BEVERAGE COLLECTIVE





WINE

GLASSES

HOUSE RED : EL COTO CRIANZA
five oz : 12 | eight oz : 16 | bottle : 48
spain, tempranillo, 2016

HOUSE WHITE : SAUVIGNON BLANC
five oz : 12 | eight oz : 16 | bottle : 48
portugal, cabriz, 2021

ESTATE MALBEC | five oz : 12 | eight oz : 16
argentina, 2020

COLHEITA ROSE | five oz : 12 | eight oz : 16
portugal, cabriz, 2021

SANGRIA

SANGRIA ROJA | 18
house red, se\u00f1oral, orange, berries.

SANGRIA BLANCA | 16
house white, se\u00f1oral, 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 DAYCATION | 6

MICHELADA CON CLAMATO | 6

RUM


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

PI\u00c1A COLADA | 16
bacardi blanco 2 oz, pineapple, coconut, blended.

PI\u00c1A 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 | 8

rice, cinnamon, cold. smooth.

JAMAICA | 7

habiscus iced tea.

CAFE DE OLLA | 7

traditional homemade coffee with chocolate, sugar cane, cinnamon. optional milk (recommended) or oatmilk.

AMERICANO | 4

TEA | 5

ask your server for tea options.

CARBONATED

COCA COLA (MEXICAN) | 6

DIET COKE | 4

CANNED COKE | 4

SANGRIA SEÑORAL | 6

non-alcoholic carbonated wine.

JARRITO | 5

pop: mango, guava, lime, strawberry, pineapple, mandarin, watermelon, tamarind, habiscus, grapefruit, tamarind.

CLUB SODA | 4

GINGER ALE | 4

DESSERTS

TRES LECHES | 12

vanilla sponge cake doused in three milks, topped with pineapple. gluten free available.

FLAN NAPOLITANO | 10

custard topped with peaches. gluten free.

CHURROS | 12

choice of chocolate, caramel, or white chocolate. gluten free.

+ VANILLA ICE CREAM | 4

