





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

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

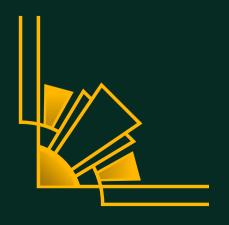
FRIDA KAHLO





BIENVENIDOS

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 perseverence and freedom of expression is what inspired us to use her as the motif for the restaurant.

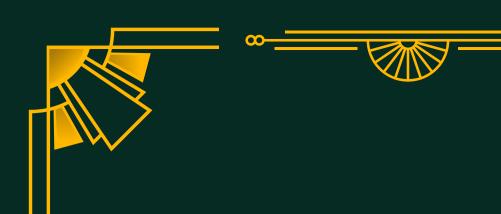
THE FOOD

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 aorund the work to Italian pasta and pizza, chocolate and vainilla 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,







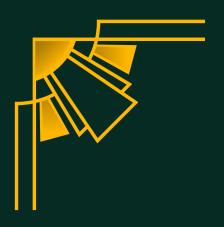


LA CENA DINNER













TAPAS

APPETIZERS

GUACAMOLE | 14

avocado, tomato, onion, cilantro, jalapeño, chips

PICO DE GALLO | 12

tomato, onion, cilantro, jalapeño, chips

FRIJOLES | 14

fried mozzarella and gouda, refried beans, chips

ELOTES | 18

street-style corn on the cob

NOPALES | 16

cactus paddle, pico de gallo, tostadas

GUACAMOLE PLATTER | 24

guacamole, refried beans, and salsa roja, chips

PICO DE GALLO PLATTER | 22

pico de gallo, refried beans, and salsa roja, chips

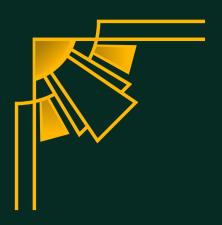
SALSA PLATTER | 20

avocado salsa, salsa verde, and salsa roja, chips













FUERTES

PLATES

MOLE de la CASA | 27

traditional mole sauce, roasted chicken, rice, house tortillas

BIRRIA de CORDERO | 24

lamb shank quesadillas, guajillo and cinnamon consomme

RIBEYE ARRACHERA | 38

ribeye steak, pickled onions, guacamole, house refried beans, house tortillas

COCHINITA PIBIL | 27

yucatan style braised pork, achiote sauce, pickled onion, frijoles negros

ENCHILADAS VERDES | 24

folded tortillas, roasted chicken, tomatillo sauce, gratin gouda cheese









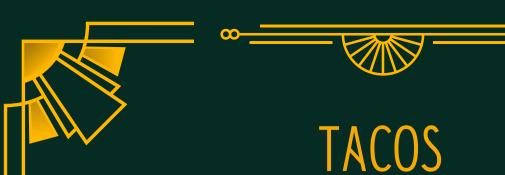
DE LA ESQUINA

STREET FOOD











All tacos are made with fresh, handmade corn tortillas, topped with cilantro and served with a side of house salsa, lime, and cucumber. All are naturally gluten free.

MEAT

AL PASTOR I 7.5

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

SUADERO | 7.5

tender beef brisket, onions, cilantro

CARNITAS | 7

confit pork, pickled jalapeño, pico de gallo, cilantro

TINGA de POLLO | 7

roasted chicken, chipotle sauce, sour cream, queso fresco

PESCADO: FISH | 8

beer-battered basa, chipotle coleslaw, avocado

CAMARONES: SHRIMP | 8

beer-battered shrimp, chipotle coleslaw, avocado

VEGGIE

RAJAS CON QUESO | 6.5

fire-roasted poblano pepper and corn, melted gouda and mozzarella

CAMOTE | 6.5

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

CHAMPIÑON | 6.5

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

PAPAS CON FRIJOLES | 6.5

refried beans, fried potatoes, sautéed and onions, optional queso fresco





ANTOJITOS

QUESADILLAS | 22.5

house tortillas, melted cheese, choice of filling: pastor, suadero, tinga, champinon, papas, or rajas

GORDITA | 14

fried masa ball, melted cheese, pork carnitas, lettuce, salsa roja

GRINGA | 18

handmade flour tortillas, pastor pork, melted gouda and mozzarella, fried onion and pineapple

TOSTADAS de TINGA | 16

roasted chicken, chipotle sauce, crispy tortillas, refried beans, sour cream

EMPANADAS | 24.5

two fried masa empanadas, melted cheese, choice of filling:

pork, chicken, mushroom, potato









LA VIDA DULCE

THE SWEET LIFE













DESSERTS

TRES LECHES | 10

vanilla sponge cake doused in three milks, topped with pineapple

FLAN NAPOLITANO | 8

custard topped with peaches, gluten free

CHURROS | 8

fried pastry, guava goat milk caramel, gluten free

+ VANILLA ICE CREAM | 3

CAFÉ

CAFE DE OLLA | 7

traditional chocolate spiced coffee

HORCHATA LATTE | 7.5

horchata, espresso

ALLONGÉ | 5

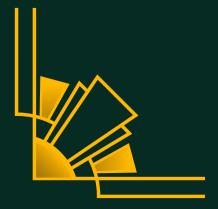
long espresso

AMERICANO | 4

LATTE | 6

TEA | 5

ask your server for tea options.













DRINKS

HORCHATA | 8

rice, cinnamon, cold. smooth.

JAMAICA | 7

habiscus iced tea.

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.

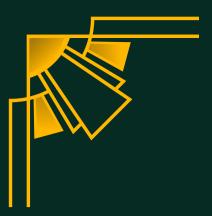
CLUB SODA | 4 GINGER ALE | 4 PERRIER | 4

OLÉ CHILI MANGO MOCKTAIL | 8 OLÉ MARGARITA MOCKTAIL | 8 OLE PALOMA MOCKTAIL | 8













SPECIALS

DAILY SPECIALS

TACO TUESDAY

5 TACOS | 25 Choose any 5 meat or veggie tacos

WEDNESDAY

two gorditas | 22 beer | 6

THURSDAY

all cocktails | 12 elotes & nopales appetizers | 12 each

FRIDAY

house paloma | 10 mezcal shots | 5

SATURDAY

peach margaritas x 2 | 25

SUNDAY

all artisanal cocktails | 15

HAPPY HOUR

4 -6 PM, 8 PM TO CLOSE WED TO SAT

HOUSE MARGARITA | 11 HOUSE PALOMA | 11 SALSA PLATTER | 16

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

QUESADILLAS | 20 TRES LECHES | 7.5



