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**CONTACT**

Brad Rutledge

Rutledge Consulting Group

801-824-6218

[alicia@rutledgeconsultinggroup.com](mailto:alicia@rutledgeconsultinggroup.com)

Nathan Gardner

Costa Vida

801-318-4776

[nathan@costavida.net](mailto:nathan@costavida.net)

**Costa Vida Rides Wave of Growth with 25<sup>th</sup> Restaurant Grand Opening**

*Costa Vida Restaurants Provide Baja-inspired Food in a Vibrant Environment*

**SALT LAKE CITY, Feb. 2, 2008** — [Costa Vida](#), a Baja-inspired fast casual restaurant, will celebrate the grand opening of its 25th location on Saturday, February 2, 2008. The new restaurant is located in Bountiful, Utah and will mark the 13th Utah location. Costa Vida now has locations in ten states (Arizona, California, Colorado, Idaho, Maine, New Mexico, Oregon, Tennessee, Texas and Utah).

Modeled after a Baja Peninsula beach vacation, Costa Vida offers intensely flavored burritos, enchiladas, tacos and salads, which are created with natural foods from scratch. For example, the tortillas are made fresh at each Costa Vida location so guests are served tortillas that are just minutes old. In addition to a variety of dine-in options, Costa Vida also offers many catering and TO GO options.

Not only is Costa Vida celebrating its 25<sup>th</sup> restaurant opening, it was also recently named as the fourth fastest growing restaurant concept (50 units or less) by [RestaurantChains.net](#), as well as named to [Franchise Times](#) Fast 55 list, which highlights the fastest growing franchises that have launched in the past five years.

“Reaching our 25<sup>th</sup> Costa Vida restaurant so quickly is a testament to the passion we have for our great food,” said Costa Vida Chef David Prows. “We use natural ingredients to bring out the intense flavors of our food. All of our food, such as famous sweet pork, fresh salsas and spicy ranch dressing are made on-site daily.”

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To celebrate the success and growth of Costa Vida, all participating Utah Costa Vida locations will have a one day 25<sup>th</sup> Restaurant Opening Celebration. During this event, the first 50 customers to visit participating Utah Costa Vida locations on Saturday, February 2nd will receive a free t-shirt. Customers wearing these t-shirts when they visit Costa Vida during the month of February will receive a 25% discount for their entire group. Costa Vida locations open at 11:00 a.m. on Saturdays.

\*Promotion is valid at participating restaurants only.

#### **ABOUT COSTA VIDA**

Costa Vida is a fast casual restaurant inspired by the fresh tasting foods and vibrant lifestyle of the Baja Peninsula. Costa Vida's food is created every day from scratch using only hand-selected, quality ingredients. The menu offers a variety of made-to-order items such as tacos, burritos, enchiladas, salads and deserts. As a growing and successful brand, Costa Vida also offers exciting and fun franchise business opportunities. For more information, visit [www.costavida.net](http://www.costavida.net).

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