



ARCADIA
 UPTOWN
 FILLMORE
 MCCORMICK
 MCDOWELL MTN

THEVIG.US

ARCADIA

602.553.7227
 4041 N 40th St • Phoenix, AZ 85018

UPTOWN

602.633.1187
 6016 N. 16th St • Phoenix, AZ 85016

FILLMORE

602.254.2242
 606 N. 4th Ave • Phoenix, AZ 85003

MCCORMICK

480.758.5399
 7345 N. Via Paseo Del Sur • Scottsdale, AZ 85258

MCDOWELL MOUNTAIN

480.935.2949
 10199 E. Bell Rd • Scottsdale, AZ 85260

LUNCH HOUR 11AM-3PM (UPTOWN 11:30-3)

DINNER 3PM - CLOSE

DELIVERY AVAILABLE



UBER
 EATS



GENUINECONCEPTS.US

TO GO

STARTERS

CAULIFLOWER HUMMUS white bean, cauliflower, lemon, garlic oil, marinated olives, naan bread 11
add grilled chicken 5

GUAC & CHIPS made fresh daily, serranos, oranges, cotija, served with tortilla chips 10
add salsa 2

STEAMED EDAMAME finished in spicy soy garlic, sea salt or sweet sesame **V** 9

CEVICHE* whitefish, shrimp, avocado, red onions, cilantro, cucumber, jicama, jalapeño, pomegranate seeds, tortilla chips 11

CRISPY CALAMARI house-battered, quick fried, served with chipotle aioli, charred lemon 12

CHICKEN WINGS choice of traditional, bbq or thai sweet chili, served with bleu cheese 13

LETTUCE WRAPS* sliced hanger steak, coconut quinoa, pickled vegetables, bibb lettuce, sesame dressing 14

CHEFS BOARD handpicked selection of meats, cheeses, crostini **DINNER ONLY** ... 20

SALADS

CALIFORNIA COBB bleu cheese, bacon, avocado, cherry tomatoes, hard boiled egg, spiced honey, parmesan, roasted corn, romaine, cilantro avocado dressing **GF** 15

STEAK SALAD* filet, spring mix, cherry tomatoes, arugula, roasted romanesco, cauliflower, gorgonzola, parmesan, elderberry vinaigrette, aged balsamic **GF** 17

ASIAN CHOP teriyaki chicken, napa cabbage, mixed greens, green onions, carrots, peanuts, oranges, togarashi, sweet & sour vinaigrette **LUNCH ONLY** 16

THE ITALIAN shredded romaine, radicchio, pepperoncini, mozzarella, sliced soppressata, slow roasted tomatoes, castelvetro olives, parmesan crisp, herb vinaigrette **GF** 15

KALE CHICKEN SALAD shredded tuscan kale, shredded chicken, pearl pasta, pepitas, asparagus, avocado, red grapes, feta cheese, lemon sage vinaigrette 15

HARVEST SALAD cauliflower, golden beets, apples, farro, pecans, dried cherries, kale, spinach, sweet potatoes, brussels sprouts, fig vinaigrette **V** 14

HANDHELDS

ALL SANDWICHES SERVED WITH YOUR CHOICE OF SIDE.

(UPGRADE YOUR SIDE TO MAC & CHEESE OR POZOLE FOR \$3) GLUTEN FREE BUN AVAILABLE \$1
SUB A BLACK BEAN PATTY ON ANY SANDWICH

CLASSIC BURGER * lettuce, tomato, onion, american cheese, secret sauce, brioche	14
VIG BURGER * cheddar cheese, fried egg, smashed avocado, tomato, jalapeños, sweet pickle aioli, brioche	16
THE TRIFECTA * three beef sliders, american cheese, caramelized onions, spicy mayo, pickles, sweet bun LUNCH ONLY	13
GREEN CHILE PORK SLIDERS three carnitas sliders, jalapeño coleslaw, green chile sauce, pickled red onions & jalapeños, cotija, sweet bun	11
TURKEY WRAP roasted turkey breast, cranberry chutney, roasted tomatoes, coleslaw, dill havarti, honey mustard, wrapped in a chipotle flour tortilla LUNCH ONLY	14
CRISPY CHICKEN buttermilk fried chicken, american cheese, jalapeños, cabbage, pickles, smoked honey mustard, brioche LUNCH ONLY	15
CHICKEN & GOAT herb marinated chicken, sweet whipped goat cheese, garlic aioli, slow roasted tomatoes, arugula, pickled red onions, ciabatta	15
CAULIFLOWER TACOS corn tortillas, brussels sprout cabbage, curried cauliflower, avocado, coconut lime dressing, cilantro GF V	13
SHRIMP TACOS corn tortillas, sweet chile glaze, shaved cabbage, spicy crema, toasted coconut, habanero salsa, lime, cilantro GF	14
SHORT RIB TACOS corn tortillas, shaved red cabbage, turmeric aioli, pickled red onions, cotija, lime, chives LUNCH ONLY	16
FISH TACOS corn tortillas, blackened white fish, spicy slaw, pico de gallo, cilantro, tomatillo-avocado salsa GF	14

MAIN STREET

PROTEIN BOWL coconut quinoa, blistered shishitos, shiitakes, fried egg, soy caramel, avocado <i>choose your protein: hanger steak 24, salmon 22, chicken thigh 20, shrimp 18, tofu 16</i>	
MAPLE GLAZED SALMON * soba noodles, broccolini, red peppers, lemon beurre blanc, sesame chili oil DINNER ONLY	23
BLACK COD & FENNEL romanesco, haricot vert, marble potatoes, pickled fennel & onion salad, lemon caper pan sauce GF DINNER ONLY	25
CHICKEN THIGHS marinated chicken thighs, crushed tomato sauce, pearl pasta, asparagus, artichoke hearts, brown sage butter, parmesan toast DINNER ONLY	20
SHORT RIB & HASH red wine braised short ribs, sweet potato hash, cauliflower purée, demi glaze GF DINNER ONLY	24
COCONUT CURRY red chile coconut curry, rice noodles, mango, fresno chile, bean sprouts, green onions GF V <i>add salmon or shrimp 6</i>	13

POZOLE red chili spiced mexican soup with pork, hominy, cilantro, avocado, radish, red onions, cabbage	12
POKE BOWL * black rice tossed with ginger lime vinaigrette, topped with ahi tuna tossed in a ponzu, avocado, pickled cucumber salad, carrots, sesame seeds, green onions, jalapeños and soy mayo	20
THAI NOODLES spicy tamarind sauce, rice noodles, egg, tofu, bean sprouts, green onions, peanuts, lime <i>add chicken or shrimp 4</i>	14

SIDES ^{3/6}

Sweet Potato Fries | Onion Rings | Fries | Charred Broccoli | Mac & Cheese |
Roasted Sweet Potatoes | Roasted Brussels Sprouts

KIDS MENU

KIDS CAESAR romaine, house croutons, caesar dressing, parmesan cheese	8
PASTA & RED SAUCE campanelle pasta, marinara sauce, shaved parmesan cheese	8
CHEESY FLATBREAD naan bread, marinara sauce, white & yellow cheddar cheese	9
CHICKEN STRIPS breaded & fried french fries or fresh fruit	7
CHICKEN & QUINOA coconut quinoa, grilled chicken, broccoli	9

DESSERTS

ALL DESSERTS ARE MADE IN HOUSE.

BUTTERSCOTCH BREAD PUDDING poppy seeds, butterscotch chips, whiskey maple glaze, vanilla bean ice cream	10
7 LAYER CHOCOLATE CAKE dark chocolate cake, chocolate chip mousse, chocolate ganache, vanilla bean ice cream	9

GF = GLUTEN FREE • V = VEGAN

**MANY OF OUR MENU ITEMS ARE OR CAN BE MODIFIED
TO MEET YOUR GLUTEN-FREE AND VEGETARIAN REQUESTS**

***18% gratuity included for parties of 8 or more.*

**Asterisked items are cooked to order and may contain undercooked ingredients. Consuming raw or undercooked meat, seafood, or eggs may increase your risk of food-borne illness.*