

Food Truck Project

Part I – Theme

You must choose ONE solid food theme for your food truck. Successful food trucks specialize in one concept – not many. For example, a truck of all organic and locally sourced salads. Or perhaps a truck that specializes in Mexican tapas or tamales. This theme will be the foundation for all of your other decisions relating to your food truck business. When creating your theme, think about who your customers are going to be.

Part II – Logo, Target Audience, Slogan

After determining your theme, it is time to put your creative thinking cap and develop an original logo and slogan for your new little business. Think for a moment on how important the “golden arches” are and the “I’m loving it” concepts are to McDonald’s. All businesses need a brand and image to identify themselves to new customers. No customers = no money.

Part III - Menu

Yes, you must create an actual menu showing the food you will be serving. It is a FOOD truck after all.

You will need to choose five dishes for your menu.

- ❖ Make sure the recipes contain **NO nuts** of any kind. **No deep fat frying.**
- ❖ Consider having a vegetarian selection.
- ❖ Use www.foodnetwork.com to help you choose your recipes. There are many other reputable sites for recipes also.
- ❖ You must have actual recipes for all five dishes but you will be preparing only one of you choosing.
- ❖ The menu should be computer generated. It must be an actual menu_in design, concept, etc. It must resemble your theme, logo, target audience, and slogan.
- ❖ Each item should have a short description. Include adjectives such as fresh, natural, made from scratch, succulent, decadent, delectable, flavorful, hearty, savory, tender, etc.
- ❖ You will need to create a flyer that includes you menu, concept and a description. That should be computer generated. The flyer will be handed out to your customers.

The Name for our Truck/Business is: _____

Its theme is: _____

Our slogan is: _____

Our logo for the side of the truck is:

Our target audience (who we are selling food to) is:

Menu Ideas: (Remember you must do a menu on the computer in the form of a flyer or brochure that has your menu on it. Use Microsoft Publisher or other software to make your menu.)

Packaging and Display

1. How are you going to attract people to your business? (Unique theme, garnishes, creativity, advertising, samples, etc.)
2. What are your food samples going to look like? How will you present your food?
3. How will your food samples be packaged? What packaging supplies will you need? (Plates, cups, forks, knives, sauce cups, cupcake liners, etc.)
4. Who is bringing the packaging supplies?

Food Truck Advertising

- Create a logo or slogan to advertise your company. Remember: memorable, simple, and professional. This logo/slogan will appear on your food truck.
- Each employee will design their own creative logo/slogan on a practice food truck. Then, all employees will vote on the best one that will then be used as the template for the final food truck.
- The food truck will serve as advertising
- Each food truck must include:
 - Company Name / Logo / Slogan
 - Food Products Offered
 - Price of Food Products
 - Color and Creativity
 - Neatness and Good Construction

Food Truck Face-Off Business Plan

Kitchen Group #: _____

Employees:

Recipe Chosen: _____

Company Name: _____

Plan of Action:

Supplies Needed <i>(Recipe Ingredients and Packaging)</i>	Target Market <i>(Who is your customer? Who are you selling to?)</i>	Employee Responsibilities <i>(What will each employee be responsible for? Who is preparing what? Who is bringing what?)</i>

Food Truck Face-Off Shopping List

Kitchen Group #: _____

Company Name: _____

Food Product: _____

Important Information:

- All food ingredients will be provided by the school. The teacher will provide paper towels, but other packaging or serving supplies must be provided by the company employees. These will not be included in the production cost.

Shopping List

Use the recipe

Amount/ Measurement (Ex: 3/4 c.)	Ingredient (Ex: Sugar)	Ingredient Type: Staple or Purchased	Cost Per Ingredient
TOTAL PRODUCTION COST:			

**THIS SHOPPING LIST MUST BE CHECKED OFF WITH THE
TEACHER BEFORE THE END OF CLASS!!!**

Kitchen Group # _____

Production Costs:

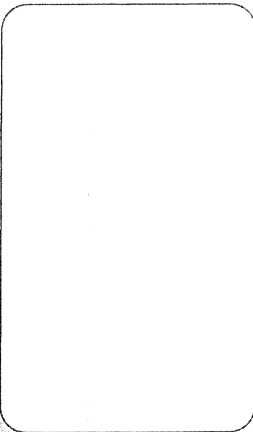
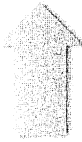
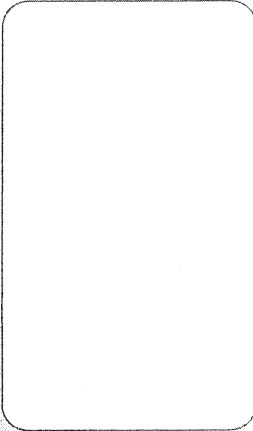

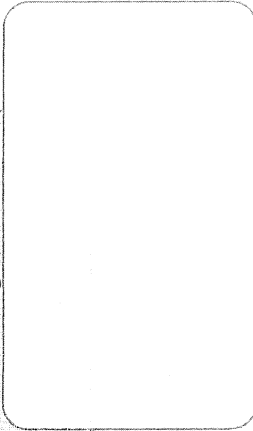
<u>Food Item</u>	<u>Total Expenses/Production Cost</u>
	\$ _____

<u>Price Per Item</u>
\$ _____

Name _____ Period _____ Date _____

Food Truck Design Plan

Design a mock food truck with your team and include the following information.

<p>Name of Food Truck</p> 		<p>Type of Food</p> 		<p>Marketing Slogan</p> 
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Sketch a draft drawing of your food truck in the space below. Use the back if needed.

Food Truck Judging Form

Kitchen #	Menu Design Rate 1-5 (1 being low/5 being high)	Truck Design Rate 1-5 (1 being low/5 being high)	Flyer Design Rate 1-5 (1 being low/5 being high)	Theme and Overall Concept Rate 1-5 (1 being low/5 being high)	Food Samples Rate 1-5 (1 being low/5 being high)
1					
2					
3					
4					
5					
6					

JUDGE COMMENTS:

Please select:

Best Truck Design:

Best Food:

OVERALL WINNER:

Name: _____ Period: _____ Kitchen Group#: _____

Evaluation

Rate your <u>OWN</u> effort from 1 (lowest) to 10 (highest):	Rate your <u>GROUP</u> members: Write Group Members Names Below:
1. I worked well with my group. 1 2 3 4 5 6 7 8 9 10	_____ 1 2 3 4 5 _____ 6 7 8 9 10
2. I was respectful to my group members, teacher and guests. 1 2 3 4 5 6 7 8 9 10	_____ 1 2 3 4 5 _____ 6 7 8 9 10
3. I was able to contribute to my group and help where needed. 1 2 3 4 5 6 7 8 9 10	_____ 1 2 3 4 5 _____ 6 7 8 9 10
4. I was here, working and helping every day (not absent). 1 2 3 4 5 6 7 8 9 10	_____ 1 2 3 4 5 _____ 6 7 8 9 10

Personal Evaluation:

1. My favorite part of this unit was:

2. My *least* favorite part of this unit was:

3. List 2 positives about your group and 2 negatives about your group (if any).

4. What advice would you give to someone participating in this unit next semester?

5. What went well with your business? (Be specific)

6. What would you do differently next time? (Be specific)