

Now that you have seen inside food trucks...  
Comments or Questions?



**My Definition**  
A food truck is a mobile kitchen that serves food to customers on the go.

**Why not?**

- Seasonal
- Circumstantial
- Competition

**Why a streetery?**

- Versatility
- Size
- Community

**How did you acquire the truck?**

- purchased
- leased
- financed
- borrowed
- donated

**Creating a Brand**

- regional accessibility
- presence
- social media
- demographics



# Street Food: Inside Food Trucks

[Thecasesolution.com](http://Thecasesolution.com)

*A glimpse of the sub-culture and business aspects of a growing community*

## *By Definition*

A food truck, mobile kitchen, mobile canteen, or catering truck is a mobile venue that sells food.

*Now that you are informed! Lets move on...*

Food trucks as a sub-culture

- History and Origin
- Dedicated following
- Growing positively
- Corporate influence

# Creating a Brand

- regional accessibility
- presence
- social media
- demographics

# Why a *streatery*?

- *Versatility*
- \$\$\$
- *Community*

*And why not?*

- *Seasonal*
- *Circumstantial*
- *Competition*

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