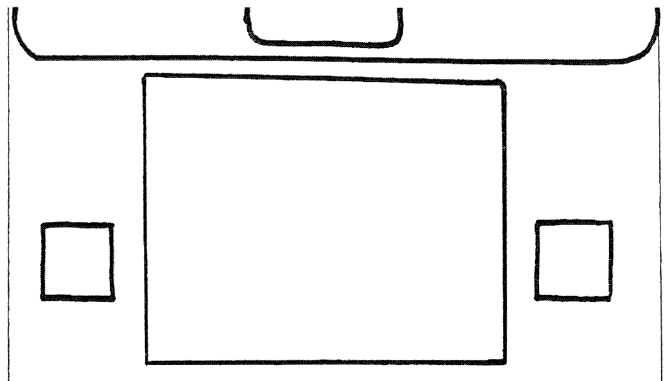
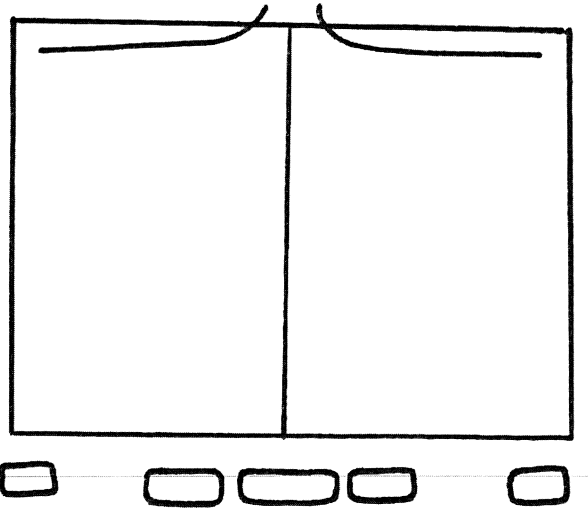


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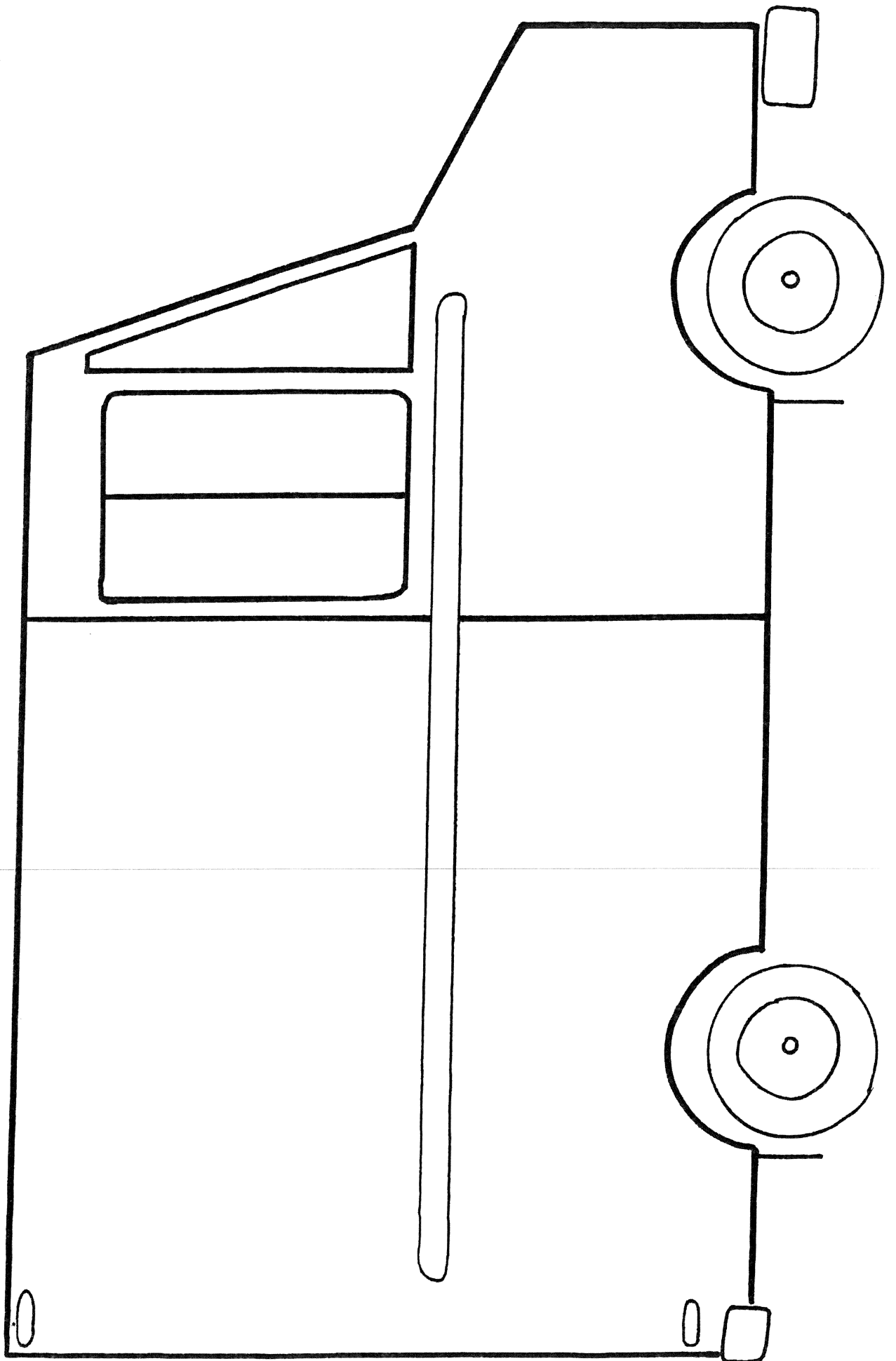


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Overlap - Glue



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.