



# Rev Up Your Catering Business: Turbocharging Revenue Through Food Truck Fusion

# Welcome and Introduction

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## Purpose:

- Explore the benefits of adding a food truck to your catering company
- Provide actionable strategies to diversify services and boost revenue



# Market Trends and Opportunities

## Food Truck Industry Growth Statistics

- U.S food truck market estimated to be \$1.8 billion in 2024
  - Expected to grow to \$6.8 billion by 2028
- 35,000 active food trucks in the U.S.
- Growth rates of 8-9% annually





# Market Trends and Opportunities

## Consumer Preferences and Trends

- Innovative, diverse, and high-quality menus
- Menus that cover unique dietary preferences
- Convenience and accessibility
- Strong social media engagement
- Local and sustainable ingredients



# Market Trends and Opportunities

A red circular graphic with a black border, containing the text "MARKET RESEARCH" in white. The background of the slide features a red abstract shape with various icons: a pie chart, a dollar sign, a plus sign, a question mark, and a lightbulb.

**MARKET  
RESEARCH**

## Identifying Target Markets

- **Suitable Events and Venues**
  - Corporate Events
  - Weddings and Private Parties
  - Festivals and Outdoor Events
  - Sporting Events
  - Schools and Universities
  - Local food truck association
  - 3<sup>rd</sup> party food truck companies

# Market Trends and Opportunities

## Identifying Target Markets

- **Key Demographics and Customer Segments**
  - Millennials and Gen Z
  - Urban Professionals
  - Health-Conscious Consumers
  - Event-Goers and Festival Attendees
  - Food Enthusiasts and Travelers



# Planning and Logistics

## Finding the Right Truck

- **Full business plan**
  - Business name and branding guide
  - Marketing plan
  - Menu and package layout
  - Research volume based on region and types of events you are going to target
- **Permitting and Licensing**
  - Research local state, county, and city government agencies



### COLOR PALETTE

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**Renton Regional Fire Authority**

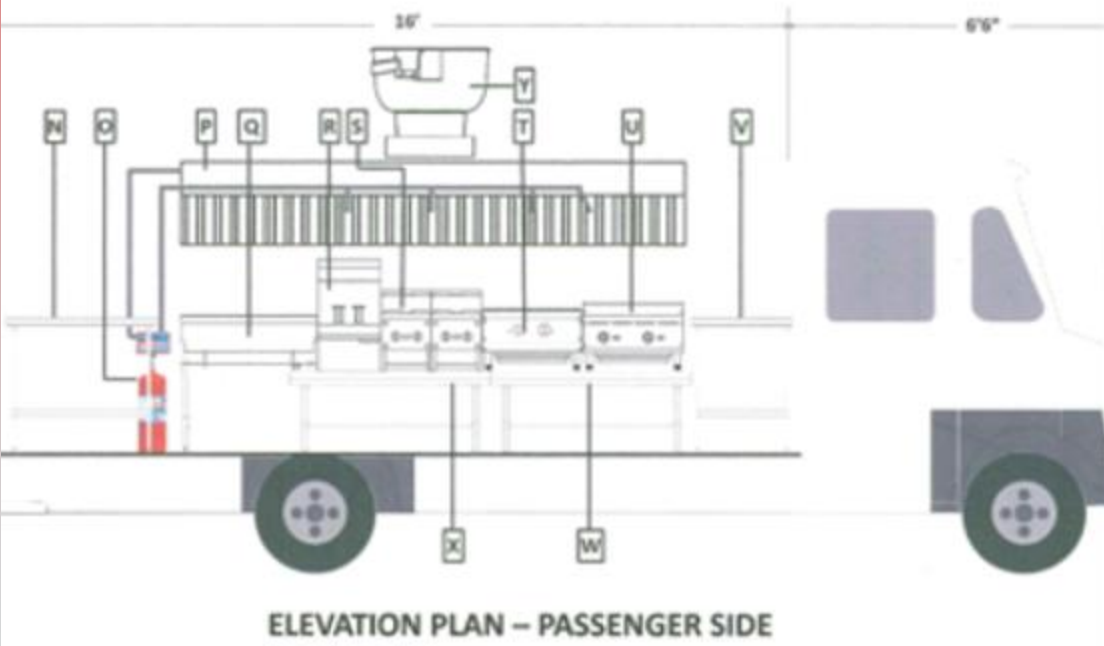
18002 108TH AVE SE, Renton, WA 98057

**Mobile Food Facility Renton In**

# Planning and Logistics

## Build or Buying a Built Truck?

- **Build Your Own Truck**
  - Easier to permit
  - Long wait for startup
  - Less headaches
  - Shiny new equipment!
  - High cost





# Planning and Logistics

## Build or Buying a Built Truck?

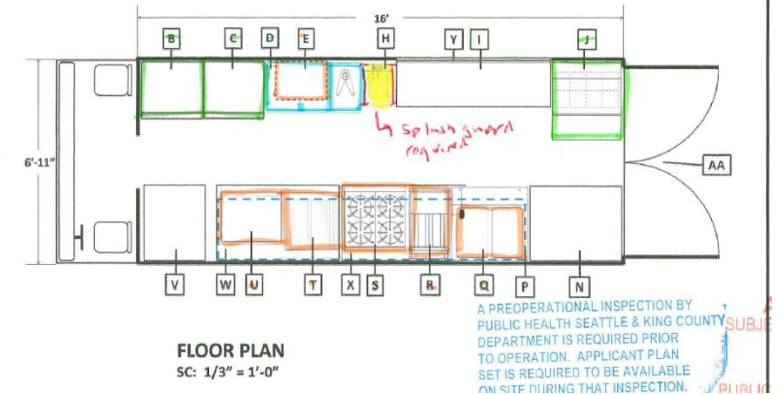
- **Buying a Built Truck**
  - Could be licensed already and just need to transfer to a new business
  - Faster start up time
  - No guarantee of good mechanical/electrical condition
  - Used equipment has seen wear and tear
  - Lower cost



# Planning and Logistics

## Setting Up Your Food Truck

- **Kitchen Layout/Equipment**
  - Design
  - Identify equipment needs
  - Mock setup
  - Customer experience
  - High quality equipment
  - Over-powered generator
- **Branding and Aesthetic**
  - Logo Elements in Truck Design
  - Eye-catching exterior
  - Exterior lighting





# Planning and Logistics

## **Operational Logistics**

- **Staff Training and Management**
  - Hire experienced food truck staff
  - Driver training
  - Clear job descriptions
  - Develop Policies
- **Inventory Management**
  - Utilize your current system for catering

# Planning and Logistics

- **Prep and Restocking**
  - Conduct prep daily at your commissary
  - Prep list
  - Restocking list
  - Shore power





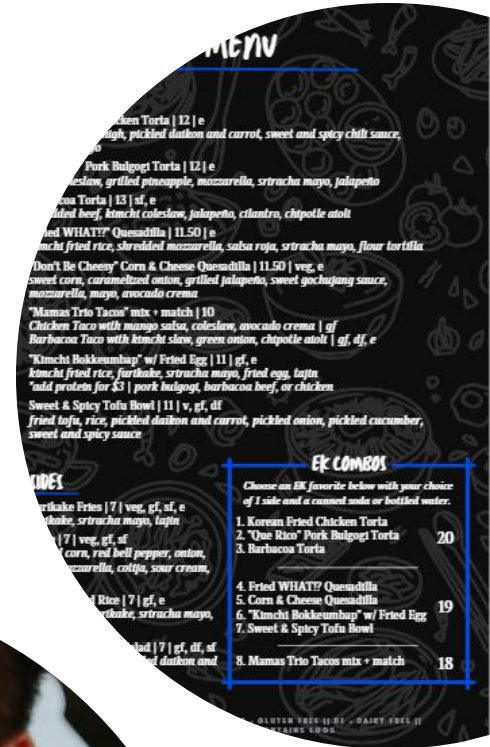
# Menu Development

## Designing a Versatile Menu:

- Menus to fit branding
- Cross utilize with current catering menus
- Dry run menu concepts
- A/B tastings
- Fun menu names

## Sourcing Ingredients:

- Utilize existing vendor relationships





# EL KOREANO

KOREAN & MEXICAN  
FUSION  
food truck

[View Menu](#)

[Find Us](#)

## Marketing and Branding

### Building a Strong Brand Identity:

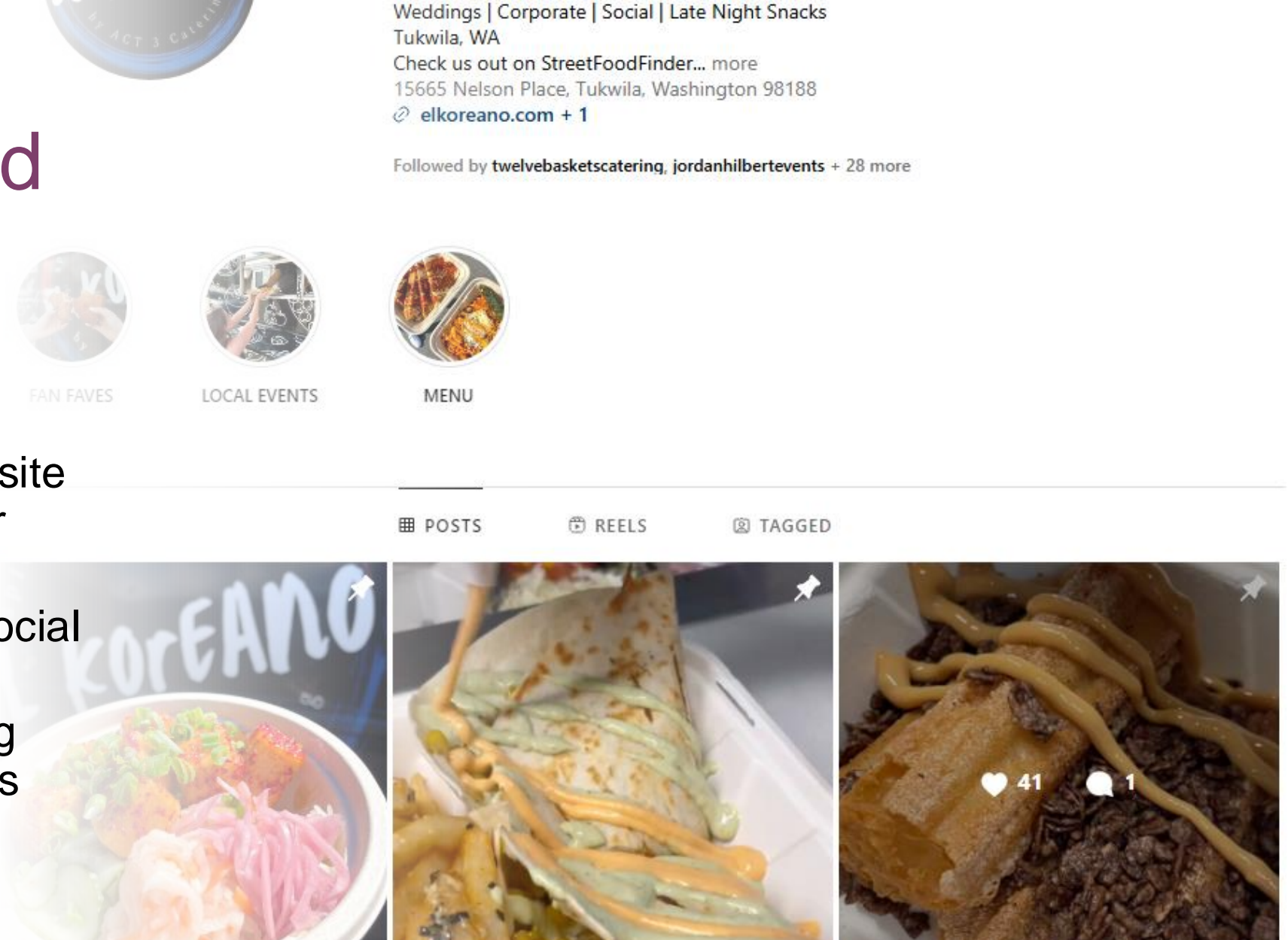
- **Consistent Visual Branding**
  - Memorable logo and color scheme
  - Use high-quality signage, uniforms and packaging
- **Brand Story and Values**
  - Unique story and mission
  - Highlight commitments and the team



# Marketing and Branding

- **Digital Presence**

- Professional website that includes your truck schedule
- Maintain active social media accounts
- Visually appealing photos and videos



# Marketing and Branding

## Launch Events

- Soft launch
- Grand opening
- Exclusive discounts
- Free samples

## Collaborations and Partnerships

- Local businesses, breweries, wineries, and community organizations
- Local news Channels

## Loyalty Programs and Discounts

- Loyalty card or app
- Discounts or special deals for events, holidays, or referrals







# Marketing and Branding

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## Social Media Campaigns

- Daily updates
- Behind the scenes content
- Customer testimonials
- Contests and giveaways

## Local Advertising

- Flyers and banners
- Local news channels

## Email Marketing

- Email signup on website
- Monthly newsletters



# Maximizing Revenue Streams

## Exploring Revenue Opportunities:

- **Private Catering Services**
  - Create tiered packages for private events
  - Develop minimums
  - Offer customizable menus or exclusive packages
- **Partnerships with Local Businesses**
  - Ask local networking groups (ILEA, WIPA, NACE) to cater a dinner with the truck
  - Collaborate with your network of event planners and venues for special events
  - Local pro sports teams





# Maximizing Revenue Streams

- **Seasonal Specials and Merch**

- Limited-time menu items
- Branded merch

- **Community Based Events**

- Local farmers markets, charity events, or special events held by venues
- School events
- Local sporting tournaments



# Maximizing Revenue Streams

## Utilizing Technology:

- **Mobile Ordering**
  - Street Food Finder
  - POS systems
  - Ordering links to your website
  - Handheld POS units
- **Cell Phone**
  - Tied directly to the business
  - Can take orders
  - Can direct customers to the location of the truck





# Maximizing Revenue Streams

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- **Point-of-Sale System Must Haves**
  - Low processing fees
  - Sales tracking
  - Performance reports
  - Friendly backend interface
  - Tethering with handheld units
  - Data analytics
  - Customer Engagement Tools



# Challenges

## Addressing Common Challenges:

- Regulatory and Licensing Issues
  - Unclear language
  - High cost
- Operational Hurdles
  - Limited space
  - Staff retention
- Location and Competition
  - Legal parking
  - Established food trucks



# Challenges

## DAY OUTLOOK

- **Weather**
  - Lower traffic during cold season
  - Unpredictable weather
- **Truck Maintenance and Repairs**
  - Unexpected mechanical breakdowns
  - High costs of repairs and regular maintenance
  - Wear and tear

MON



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49

TUE



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WED



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THU



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SAT



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# Solutions

- **Licensing Compliance**
  - Build relationships
  - Tools for tracking permits and regulation updates
- **Optimized Operations**
  - Kitchen layout and flow optimization
  - Pack lists and prep sheets
  - Staffing profiles





# Solutions



## **Strategic Location Management**

- Use apps to identify high-traffic locations and parking availability
- Partner with event organizers



## **Weather Adaptation Strategies**

- Lean on relationships with other businesses and partnerships
- Push mobile ordering for quick pick-up
- Weather plans for snow and heavy rain



## **Maintenance Planning**

- Create preventive maintenance schedule
- Emergency plan for unexpected breakdowns



Thanks for coming!

Do you have any questions?

Feel free to reach out!

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