



At FoodFellas we provide a Moving Experience to your Foodservice clients. We provide the following services to help your clients enter the exciting world of Food Truck Operations:

- Assistance in developing the business case and justification to invest in a Food Truck
- Assistance in developing the pro forma to understand break-even and payback period, as well as monthly cost management, including fixed and variable costs, vehicle operating costs, establishing a maintenance fund for the truck, estimating PL&PD insurance costs, etc.
- Define a Food Truck strategy that allows businesses to “crawl, walk then run” related to your Food Truck investments. This will allow the business to build a single truck to use for marketing and brand awareness purposes while validating unit economics and business case, then invest in additional vehicles as justified.
- Define the business plan to leverage the three modes of Food Truck Operation; Vending Mode, Special Event Mode and Catering Mode
- Defining the “mobile menu offering”, and how this relates to equipment selection, truck kitchen layout and design/engineering to minimize equipment and build costs as well as maximizing production capacity and labor productivity. Food Trucks are all about maximizing the use of a very limited space; we help identify the most profitable ingredients and menu offerings and maximizing the profit per meal served while controlling food cost, labor cost and SG&A overhead and fixed costs
- We partner with one of the best and most recognized builders in the industry. We can deliver your vehicle in 6-8 weeks from receipt of order with full manufacturer warranty on installed equipment and builder warranty against defects in material and craftsmanship. Our builder has in-house graphics design and printing capabilities allowing the business tremendous flexibility in designing and applying an innovative and personalized wrap for the truck.
- We are subject matter experts in the business and will assist in obtaining the permits, licenses and meeting all regulatory requirements.
- We are the only consultancy in the Food Truck space that will deliver an Operations Handbook customized to the company that addresses not only Food Truck operations, but also DOT/driving requirements (pre-trip, post-trip inspections, safe vehicle operations, etc.) as well as the business specific recipes/instructions for menu item preparation
- We work with the business to define a marketing and social media plan to drive awareness and popularity of the Food Truck, helping to capitalize on the growing popularity of Food Trucks and establish a loyal, recurring following for the truck
- We help the business understand the Food Truck event planning and booking process to maximize the utilization of this new valuable asset, the Food Truck