Food Truck Basics
Design, Operate, and Survive

Presented by:
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Presentation Agenda

- UCR’s Food Truck Program
- Design Considerations
- Infrastructure Considerations
- Operational information
- The “Oh crap… now what?” conversation (cause it will happen)
UCR’s Food Truck Program

Currently operate two food trucks - Culinary Chameleon
  o International fusion
UCR’s Food Truck Program

Coffee Bean & Tea Leaf Truck
- Coffee (fresh brewed and blended), pre-made sandwiches and salads
- Soon to be remodeled into a Soft Serve Ice Cream Truck
UCR’s Food Truck Program

Adding more…

- Third truck – purchased and in-design 2013 (Scotty’s concessions truck)

- Fourth truck – to be purchased this summer for a mid fall / winter opening (Taco Fresco)
Design Considerations

The following design considerations, are in no particular order:

- Don’t do the open ice bins (helpful hint #1) – they suck!
- Consider a bottle beverage cooler instead
- Electric equipment preferred to reduce heat, unless you live where heat is a good thing
Design Considerations

- Menu holder (quick clips)
- Sintra board (pvc) for rigidity
Design Considerations

- Pastry case – we won’t do that again…
Design Considerations

- Line queuing considerations
- Exhaust – make sure that your generator vents up and away from the customer side of the truck
Design Considerations

- Levelers (helpful hint #2)
  - They help staffing from motion sickness, reduces injuries

- Balance out the load – if not, you’ll need additional leaf springs
Design Considerations

- Think equipment access – side access doors for major equipment
- Exterior storage cabinets (jumper cables, etc.)
Design Considerations

- Exterior lighting
- Cameras
  - Interior and Exterior
Design Considerations

- Collapsible shelves at the order windows – wrap the tops!
- Prep shelves on hinges – you’ll thank us later for this one
- Cellular connectivity for POS functionality – be patient, very patient!
Design Considerations

- Sounds systems - should not go in the lift up order doors, place them up high
Design Considerations

- PA System – save your voice (helpful hint #3)
Design Considerations

- Sun Shades

- Exterior door handles to assist getting in your trucks

- Hide-away steps

- POS – we recommend kitchen displays, not kitchen printers.
Design Considerations

- Lighting! (helpful hint #4) add lots of lighting… don’t VE on this.

- Think about shelving – sliding doors over open rails
Design Considerations

- Don’t install a open flame burner – what a waste of space for us
- Under counter refrigerated drawers (helpful hint #5)
- Add extra outlets both inside and out
Design Considerations

- GPS monitoring (helpful hint #6) - Network Fleet Solutions monitoring and cookie crumb trails etc.

- Find the Dean of Space early on, cause you’re sure to piss them off eventually…
Design Considerations

- Link it to your truck website
Design Considerations

- Condiment counters… this is what we use. Do not use pc’s, like we first did.

- Carry less, not more

- Questions so far?
Infrastructure Considerations

- Power cables – OMG, what a HUGE pain in the $%&#...
- Power plugs – try to make sure you use the same size plug for your various trucks
- Pull data and water to the shore tower too
Infrastructure Considerations

- Choose your generator wisely – ours generates 150 amps / single phase
- Warranty on equipment (extended or less time in build)
- Get EH&S to sign off early on and throughout the process
Operational information

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<tr>
<th>Location</th>
<th>Income</th>
<th>Labor</th>
<th>Food</th>
<th>Income</th>
<th>Budget</th>
<th>Var</th>
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<tr>
<td>Culinary Chameleon</td>
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<td>139,479</td>
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- Staffing (refer to USB stick)
  - We use three different staffing templates
    - Retail breakfast & lunch (3 – 4 employees)
    - Residential dinner (5 -6 employees)
    - Special events (3 – 6 employees)
- Transactions per hour – 65 average with the full menu
  If your guest knows your menu, transactions can increase dramatically!
- Check average – $7.45
- Tender types; cash, credit, cards and meal plans
- Remember that when doing a parties - they all show up at the same time. WEEDS!
Oh crap... now what?

- Remember... food trucks are big and the butt swings and will wipe out anything
Oh crap... now what?

- Think about your routes – make sure you carefully test drive all of your parking lots first

- Anything sticking out is going to get hit (exterior lights)
Oh crap... now what?

- Dead batteries on both the truck and the generator (buy a jumper box (helpful hint #7)

- If designing and building a truck from the ground up be prepared to visit the site often (truck builders are a creative bunch)
Oh crap... now what?

- Be prepared to be boarded often!

- Closely monitor your propane consumption (last and final helpful hint #8) …yea that only needs to happen once

- Where do you wash your truck?
Questions?