

Culinary 3

April & May

Beam's Food Truck Challenge - Culinary Arts 3

Synopsis:

The gourmet food truck craze has hit many cities in North America. Food trucks have become so popular that there is even shows called EAT ST. and The Great Food Truck Race. Some cities even have street food parks where gourmet food carts can congregate and sell their delicious food (i.e. Tallahassee Food Truck Thursday @ Lake Ella).

Many of these food trucks aren't selling your typical hot dogs and fries; they are coming up with interesting foods for people to eat on the go. These chefs and entrepreneurs are also using the power of social media (i.e. tweeting their location for their followers) to build "buzz" surrounding their food truck.

HOWEVER, the foundation of their success is great tasting, inventive food that is handmade using local, seasonal ingredients...and a lot of passion!

Assignment:

You are to develop a food truck concept to show Capital City USA that this food phenomenon isn't just a trend, but something that adds character, can bring media attention to the city, and fill a need for great tasting, interesting, and diverse food. The food has to be able to be prepared in a food truck and be able to be eaten with your hands or one utensil (i.e. a spoon or fork). The concept has to be your own; do not copy something off a show or in real life. You also need to come up with a limited menu.

Required Elements:

1. **Name of your Food Truck** - the name of your food truck should be creative and catchy and possibly give customers a hint of what's in store for them if they stop at your establishments.
 - a. Title Page (Your Name & Food Truck Name) – 5 points – DUE: **Friday 4/24/2020**
 - b. Food Truck Theme – 10 points - DUE: **Friday 4/24/2020**
2. **Rationale** – Your rationale should be one page explaining why we need gourmet food trucks in Capital City USA. Your reasoning would argue your point and provide supporting reasons for your argument. Some of these reasons should be based on facts and economics as well as a passionate belief for good food. Use the internet to research articles around this subject (site your sources at the end of your rationale). **Extra Credit Challenge:** Incorporate current events, tying in the impact the coronavirus has played on the restaurant industry, and how food trucks have a benefit or disadvantage in this regard.
 - a. Rationale – 10 points – DUE: **Friday 4/24/2020**

3. **Truck Design *SEE TEMPLATE***– The outside of the truck should be eye-catching and make people want to stop...since they haven't tried your amazing food yet. Once you get them to the window, it's up to you to wow them with your food! You must design the inside of the truck as well (a floorplan). You have to think about safety and sanitation (fridges, hand washing sink, 3-compartment sink for washing dishes). You have to design the inside based around the menu items you are serving. You should think about where equipment will be places, how the flow will work, etc..
 - a. Food Truck Design & Logo (outside) – 20 points - DUE: **Friday 5/1/2020**
 - b. Food Truck Floorplan (inside) - 20 points – DUE: **Friday 5/1/2020**
4. **Menu Items** – You will need to come up with a limited menu board that includes 2 appetizers, 4 entrees, 2 sides, 2 desserts, and beverage options. All items must complement each other and the theme of the food truck. You cannot do anything standard or basic (like a hot dog cart or snow cone truck). Be creative and put some passion into you want to serve to customers. You will also need 1 recipe for 1 entrée from your menu.
 - a. Menu Board – DO NOT INCLUDE PRICING (2 appetizers, 2 entrees, 2 sides, 2 desserts, beverage choices) – 20 points - DUE: **Friday 5/8/2020**
 - b. Recipes for 1 entrée item – 10 points - DUE: **Friday 5/8/2020**
5. **Food Presentation** – Brainstorm about how you will serve the food. You must have the menu decided BEFORE you will decide on the container in which you will serve your food items. Type of container, impact on the environment, and ease of eating your food from the container is very important.
 - a. 2 Pictures of what your entrée item might look like – 10 points – DUE: **Friday 5/8/2020**
 - b. ***YOU MAY HAND DRAW, or illustrate online, or use pictures from magazines or online***
6. **Food Prices *SEE TEMPLATE*** – Determine how much to charge: pricing is VERY IMPORTANT in the food industry...charge too much and people may not buy, charge too little and you won't be in business for very long. Customers need to feel like they are getting value for their money. One of the advantages of gourmet food trucks is that they are an affordable way to be exposed to really good food of restaurant quality.
 - a. Recipe Cost Sheet for the one entrée item – 20 points - DUE: **Friday 5/15/2020**
 - b. ***MUST INCLUDE COST OF CONTAINER* - webstaurant.com has TONS of options**
 - c. ***MUST INCLUDE FINAL MENU PRICE – food cost / .20 (20% markup) = menu price**
7. **Equipment List** - You will determine what equipment is required to prep, cook, serve, and clean your dishes out of your food truck.

a. Equipment List – 20 points – DUE: **5/15/2020**

You must have each item completed in order, you will not be able to skip ahead.

Point values & deadlines are included in each section

THERE WILL BE NO LATE PENALTIES, BUT WHEN DEADLINES PASS, "Z" WILL BE ENTERED TO PROMPT COMPLETION OF THE WORK.

SUBMITTING YOUR ASSIGNMENT: EACH SECTION WILL BE A SEPARATE ASSIGNMENT/GRADE IN FOCUS

Option #1 – Submit your files by uploading them in FOCUS.

Option #2 – Submit your files by uploading them in MICROSOFT TEAMS

Option #3 – BRING HARD COPIES TO THE SCHOOL, PLEASE CALL THE SCHOOL TO LET THE OFFICE KNOW YOU ARE STOPPING BY.

THIS ENTIRE PROJECT WILL BE YOUR REMAINING GRADES FOR THE 4th 9 WEEKS.

CHECKLIST OF ITEMS TURNED IN:

Date	Item	ONLINE	HARDCOPY
4/24/2020	Title Page		
4/24/2020	Food Truck Theme		
4/24/2020	Rationale		
5/1/2020	Food Truck Design & Logo (outside)		
5/1/2020	Food Truck Floorplan (inside)		
5/8/2020	Menu Board		
5/8/2020	Recipe of Entrée		
5/8/2020	2 Pictures of Entrée		
5/15/2020	Recipe Cost Sheet for Entrée		
5/15/2020	Equipment List		

Recipe

FOOD TRUCK NAME	
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Menu Item			
Number of Portions		Portion Size	
Cooking Method(s)			
Recipe Source			

Ingredients	
Item	Amount

Procedure

USE BACK OF, OR ADDITIONAL PAGE IF NEEDED FOR ADDITIONAL DIRECTIONS

Food Cost

FOOD TRUCK NAME			
Menu Item			
Number of Portions		Portion Size	

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
1					
1					
1					
1					
1					
1					
1					
1					
1					
1					
1					
1					
1					

Subtotal	
1 % for small amounts of spices (Q Factor)	
Total Recipe Cost	
Portion Cost	

Menu Price

FOOD TRUCK NAME	
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Menu Category		 Entree	
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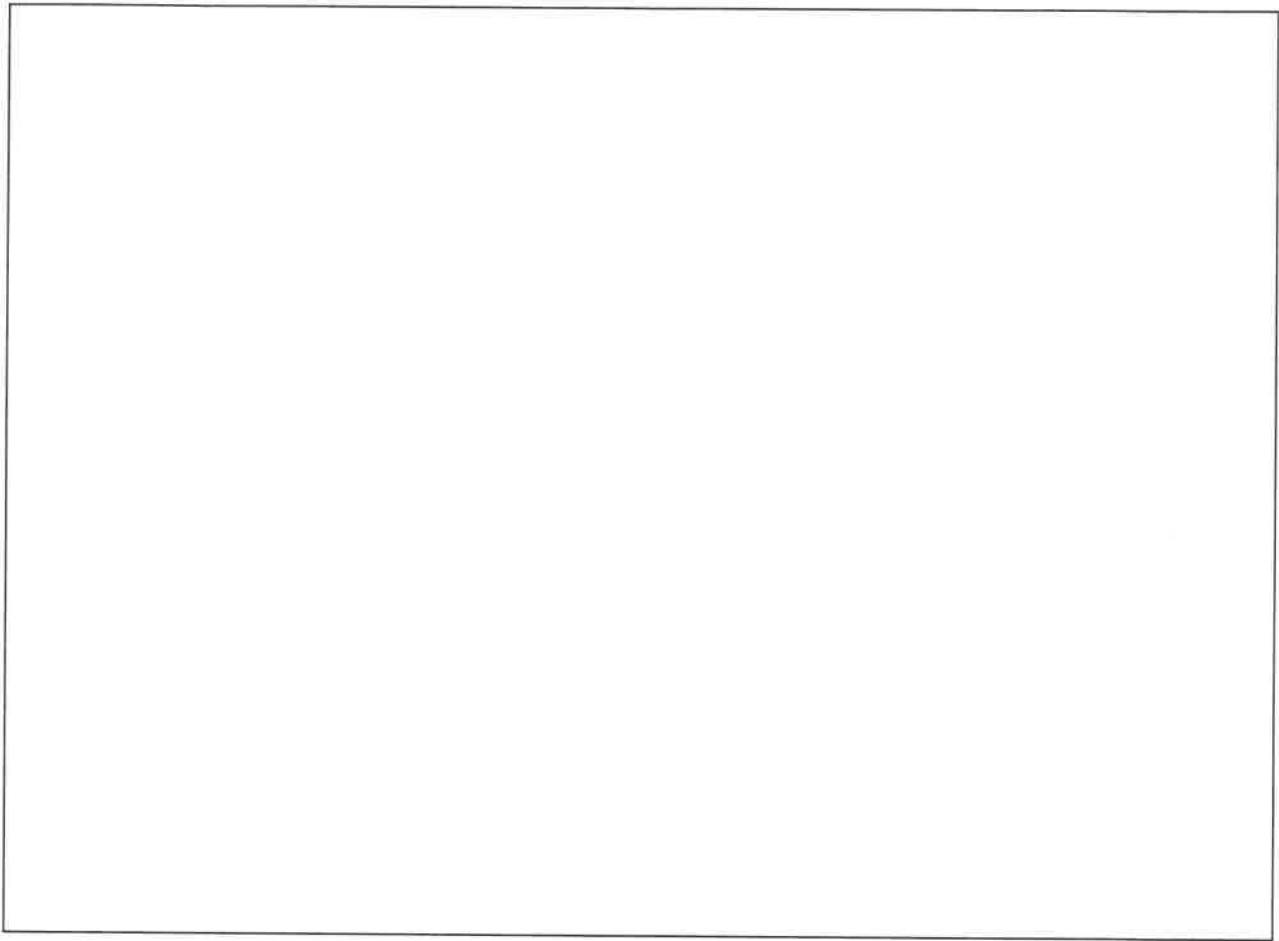
Recipe	Portion Cost

Total Portion Cost	
Menu Price at 20% Food Cost	
Actual Price on Menu	

Formula for food cost - straight % markup

$$\text{food/portion cost} / 0.20 = \text{menu cost}$$

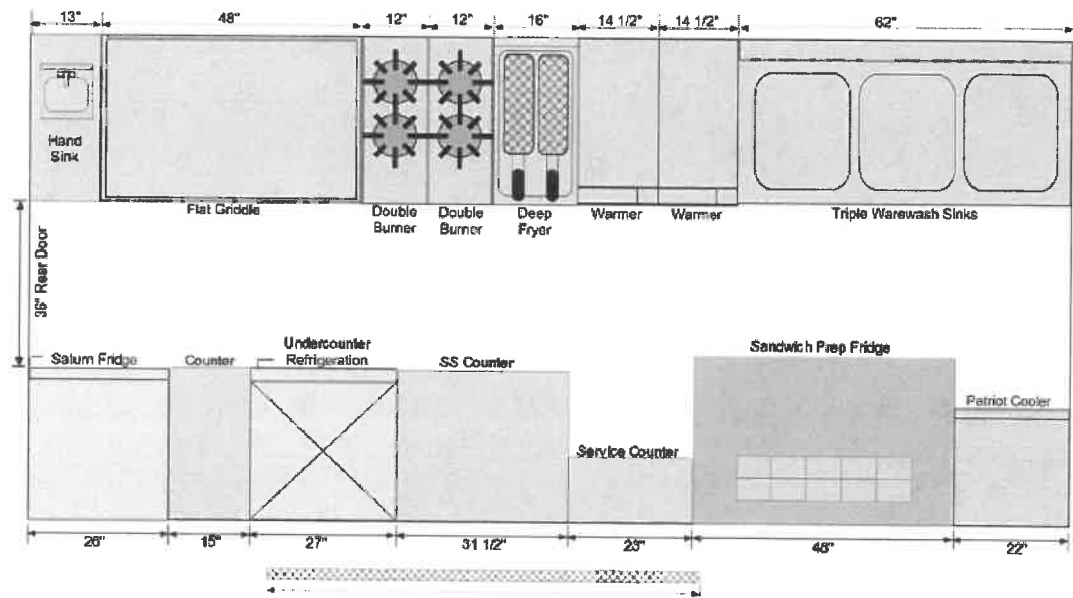
Diagram of Equipment Layout: Include all doors, windows, and equipment required to prep, serve and cook your menu items, as well as clean up.

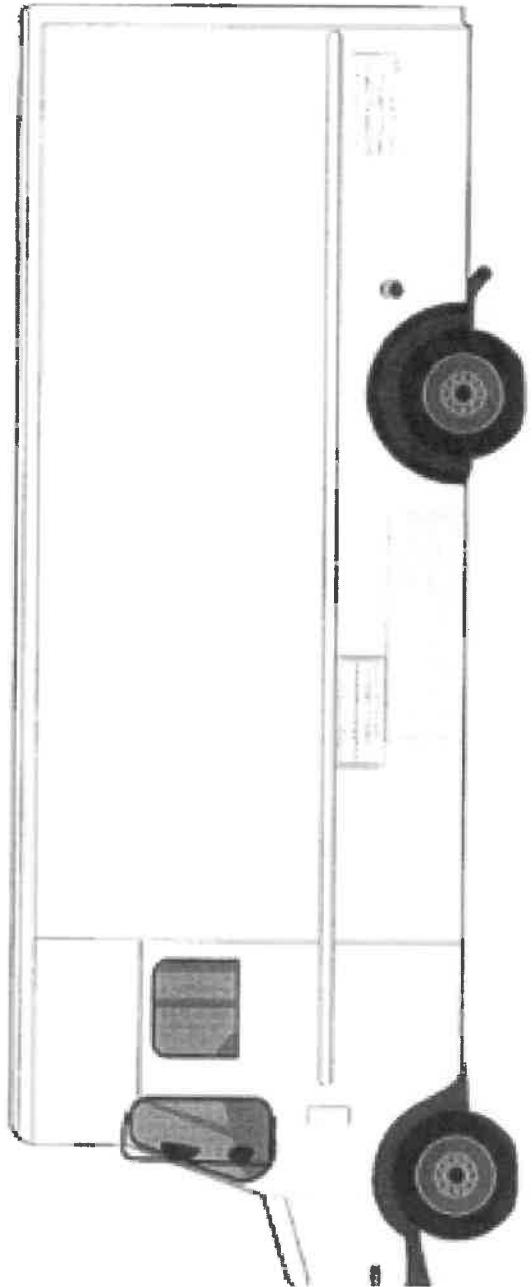
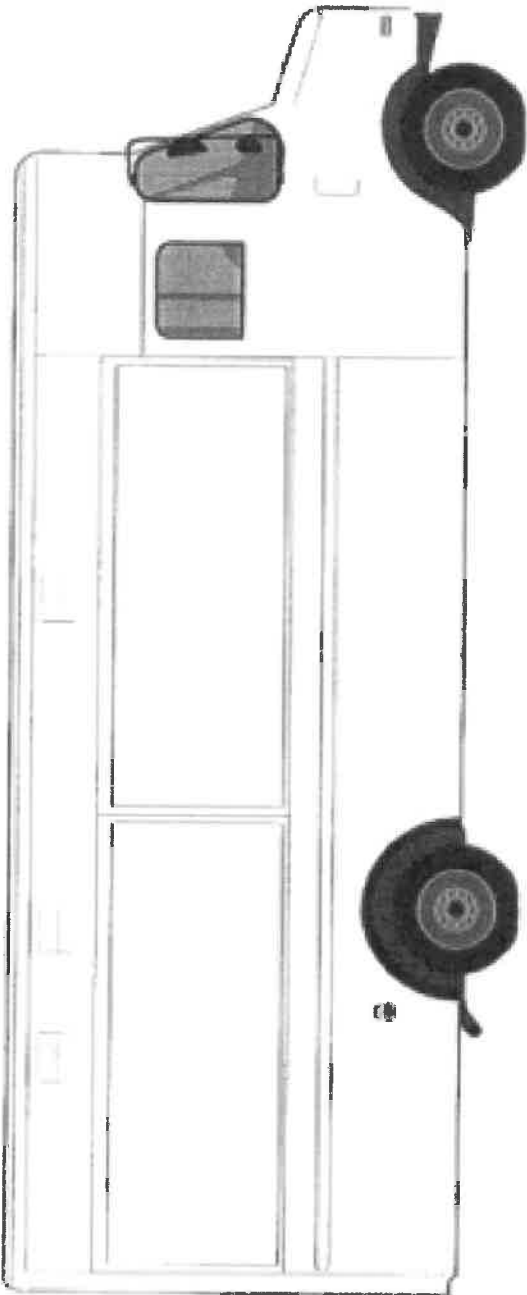
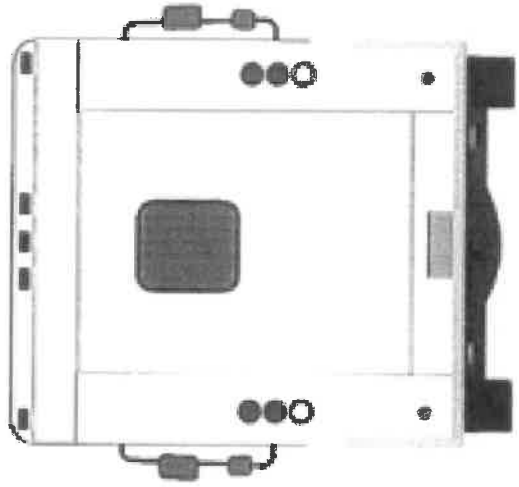
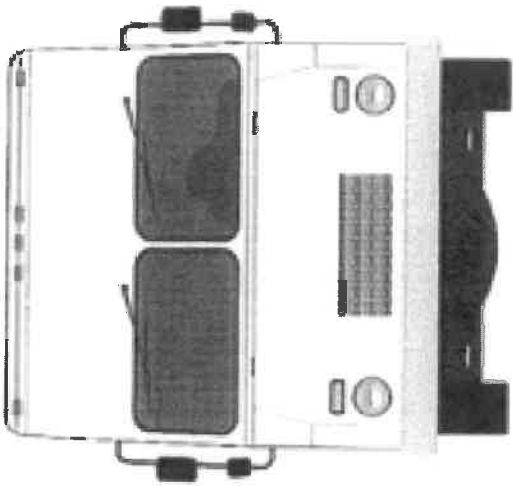


Example below:

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 Surrey, BC V3W 1B3
www.apollofoodtrucks.com
www.apollocarts.com
www.apollotrailers.com
 Tel: 778-565-1801

Apollo 16ft Food Truck Floor Plan Layout Example #1





Equipment List

[illegible]