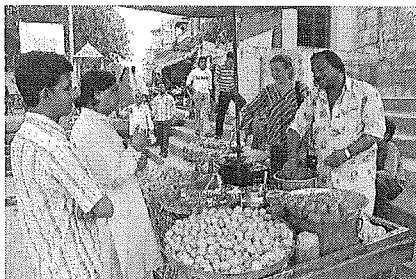


Street Food

What is street food? Street food is ready-to-eat foods or beverages, which includes many types of foods ranging from cereal and fruits to cooked meats and drinks. It is usually sold in busy public areas, such as: pavements, roadways, back alleys of markets, school premises, bus and railway stations, beaches, parks and other public spaces. Street food is convenient, cheap, tasty, authentic and culturally enriching.

-www.streefood.org



According to the City of Vancouver, the benefits of more street food vending includes

- Reflecting the wide variety of cultures and tastes in Vancouver
- Provide a range of healthy, nutritious options
- Expand the use of locally grown food
- Create local economic benefits
- Increase the city's food security
- Provide better food options for underserved low-income neighbourhoods
- Achieve our health and well-being goals for the city
- Encourage pedestrian- and bike-friendly communities
- Enliven the city's street life

You and your lab partner(s), as a team, will **create a business proposal for your Food Truck Company & submit for approval in order to proceed with the lab portion** of this assignment (Taste Test). Your proposal will include the following:

Due Date: _____

- a) Create a **Company Name** and Select a **Country or Theme**
- b) **Introduction** – Provide a brief introduction to your company. Why have you chosen your country or theme? What does niche does this Food Truck fill? Why will your Food Truck be successful? Where will your truck be parked? Will the location change or stay the same? Why did you make that decision?
- c) **Create a Menu** – sold from your Food Truck
- d) Select **1 Recipes** from your chosen Country/Theme that can be made within a Food Truck
- e) Devise a **Grocery List** for your 1 Recipe
- f) Provide **Background Information** on the **Recipes** that you have chosen: What are these food item? What are the sources of the food items chosen? Why will these food items popular? How are these food items suitable for this project? What are the cooking principles involved in preparing this food item? What ingredient(s) make these food items unique?
- g) Determine the **Cost of Your Ingredients** – Use receipts, flyers, online grocery shopping, etc. from a Canadian retailer
- h) Determine the **Cost of Your Menu Items** – How much will you charge? What factors need to be considered when determining your final cost?

- i) **Design the Exterior of your Food Truck** to suit/reflect your company (in colour & detail)
- j) **Marketing Strategy:** TV /Print /Radio / Internet
- k) **Social Media Strategy:** Social media is a big part of food trucks. What is your strategy to use social media to publicise your Food Truck?
- l) **Submit your report for approval**

Evaluation:

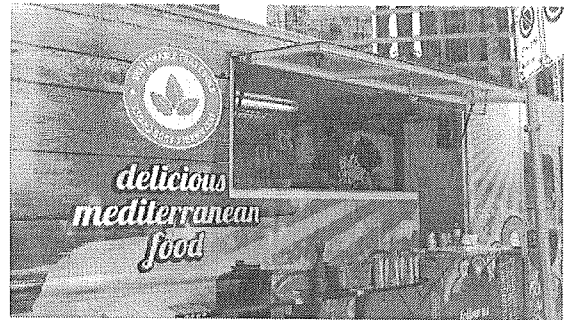
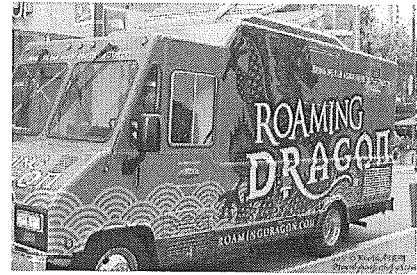
You will be provided with 2-3 days to collect the necessary information for this project.

| Criteria | Total marks | Your Mark |
|---|-------------|-----------|
| Company Name ▪ fully reflects company and target market | 2 | |
| Introduction ▪ detailed answers. Fully explains niche ▪ Country/theme chosen | 5 | |
| Menu ▪ Fully reflects company country/theme ▪ Menu items can be prepared/sold on food truck ▪ Fully explains why items will be popular | 10 | |
| Recipes ▪ Reflects country/theme ▪ Can be prepared/sold in a food truck ▪ Recipe fully written in correct method (ingred and method) | 5 | |
| Grocery List ▪ Complete, incl. amounts ▪ Ingredients are properly categorised | 5 | |
| Pricing ▪ Complete, including ingredient costing ▪ Calculations are correct ▪ Proper reasons given for pricing | 5 | |
| Food Truck Design ▪ Captivating, eye-catching design ▪ Fully reflects food truck theme ▪ Appropriate for | 5 | |
| Marketing Strategy ▪ Captivates audience; effective ▪ Fully explains food truck ▪ Effective social media campaign; focuses on target market | 10 | |
| Presentation ▪ Professionally presented | 3 | |
| TOTAL | 50 | |

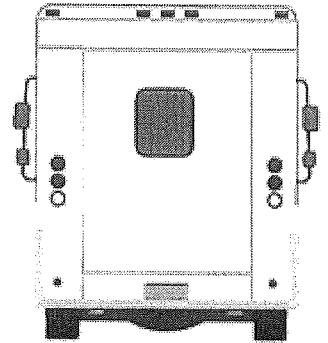
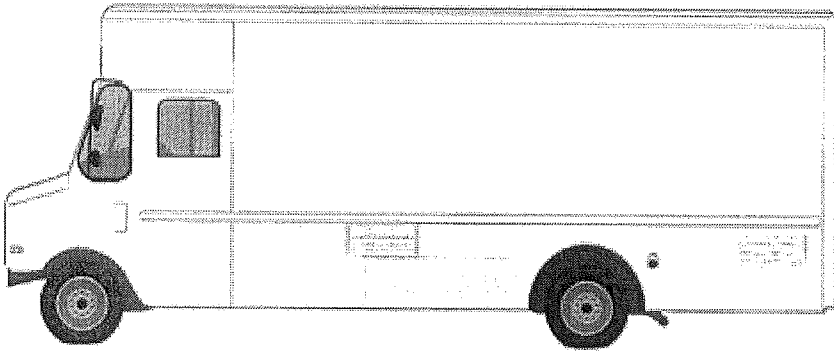
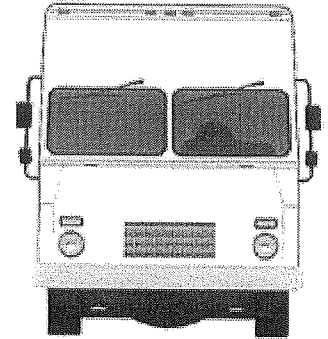
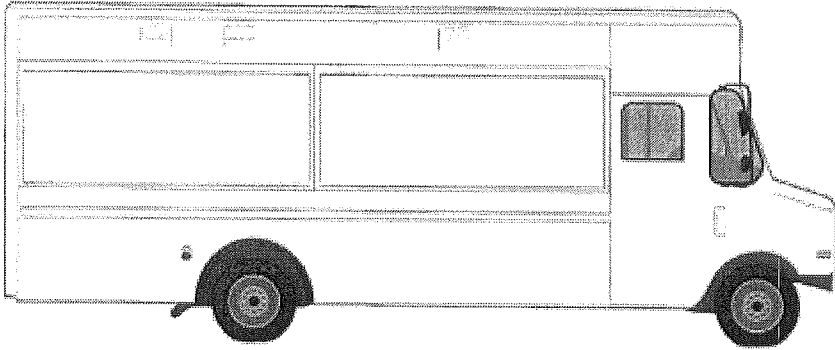
Some Helpful Resources:

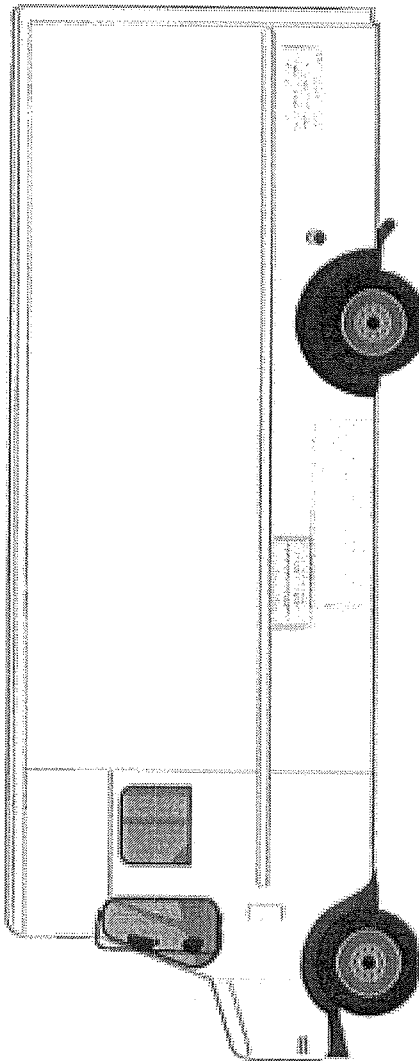
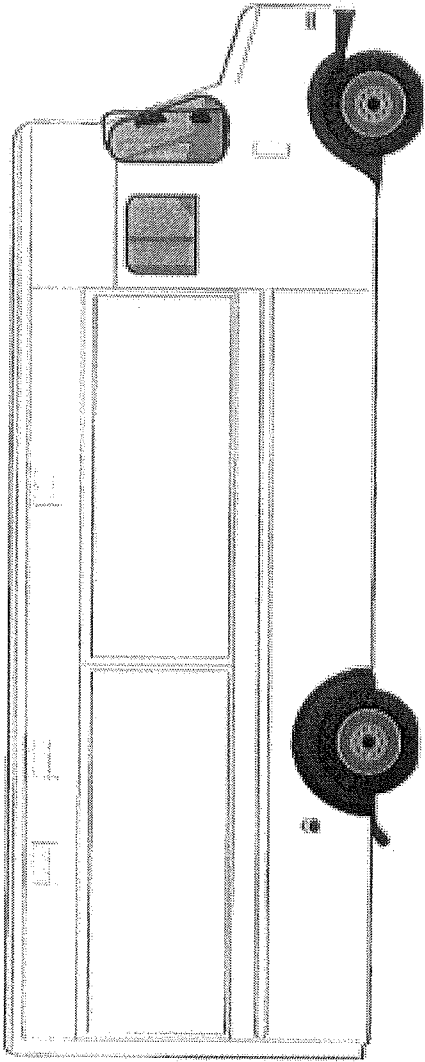
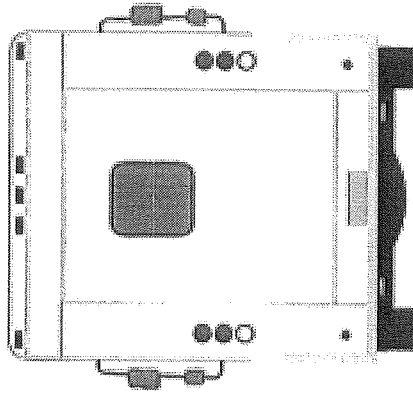
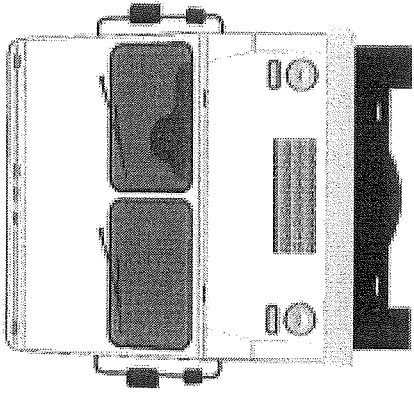
- Good Morning America: Robin Roberts Joins “The Great Food Truck Race’
<http://www.youtube.com/watch?v=JniC0DEu5gA>
- Canada Pushes for Healthy Street Food :
<http://www.youtube.com/watch?v=aLzUZAPacW0>
- City of Vancouver - <http://vancouver.ca/people-programs/street-food-vending.aspx>
- www.streetfood.org
- Designing Your Own Food Truck – <http://www.pbs.org/wnet/need-to-know/five-things/starting-your-own-food-truck/4268/>
- www.streetfoodapp.com/vancouver
- www.streetfoodmontreal.com/
- The World’s Best Street Food -
<http://www.guardian.co.uk/travel/2012/feb/24/worlds-best-street-food-lonely-planet>
- Eat St. (Food Network) - <http://eatst.foodnetwork.ca/tvshow/recipes/>
- Tastebook - http://www.tastebook.com/recipe_books/4873-international-street-food
- Archana’s Kitchen - <http://www.archanaskitchen.com/indian-recipes/indian-street-food>
- Eastern European Street Food -
<http://easteuropeanfood.about.com/od/crossculturalmaincourses/tp/street-food.htm>

Canadian Food Truck Examples



Your Blank Food Truck





STREET FOOD EVALUATION

Names _____

| Criteria | Total marks | Your Mark |
|---|-------------|-----------|
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| TOTAL | 50 | |