

# Food Truck Basics

## Design, Operate, and Survive

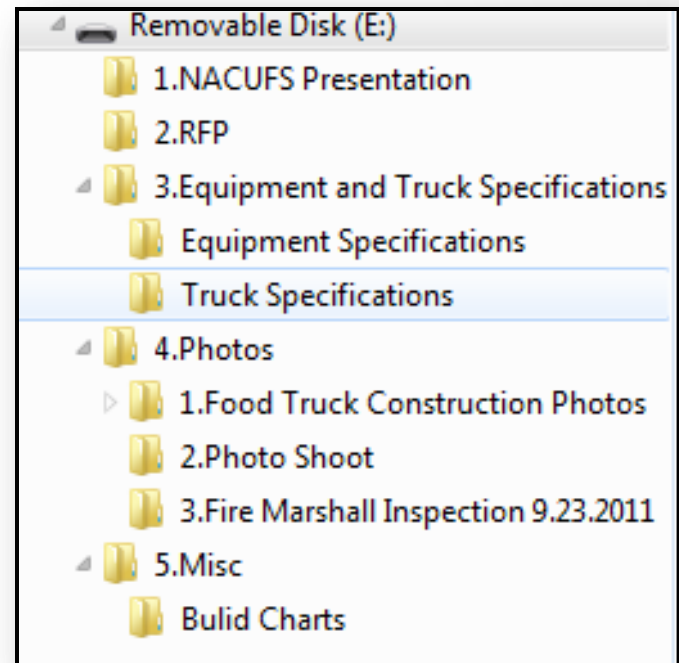
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# Presentation Agenda

- 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

- 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

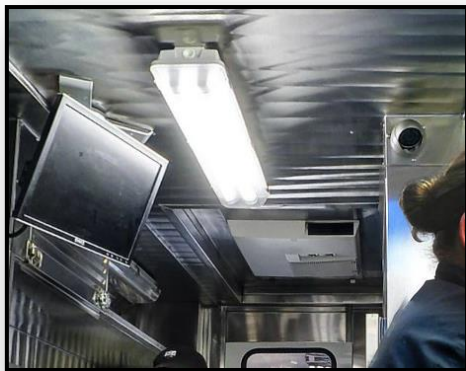
- Think equipment access – side access doors for major equipment
- Exterior storage cabinets (jumper cables, etc.)





# 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





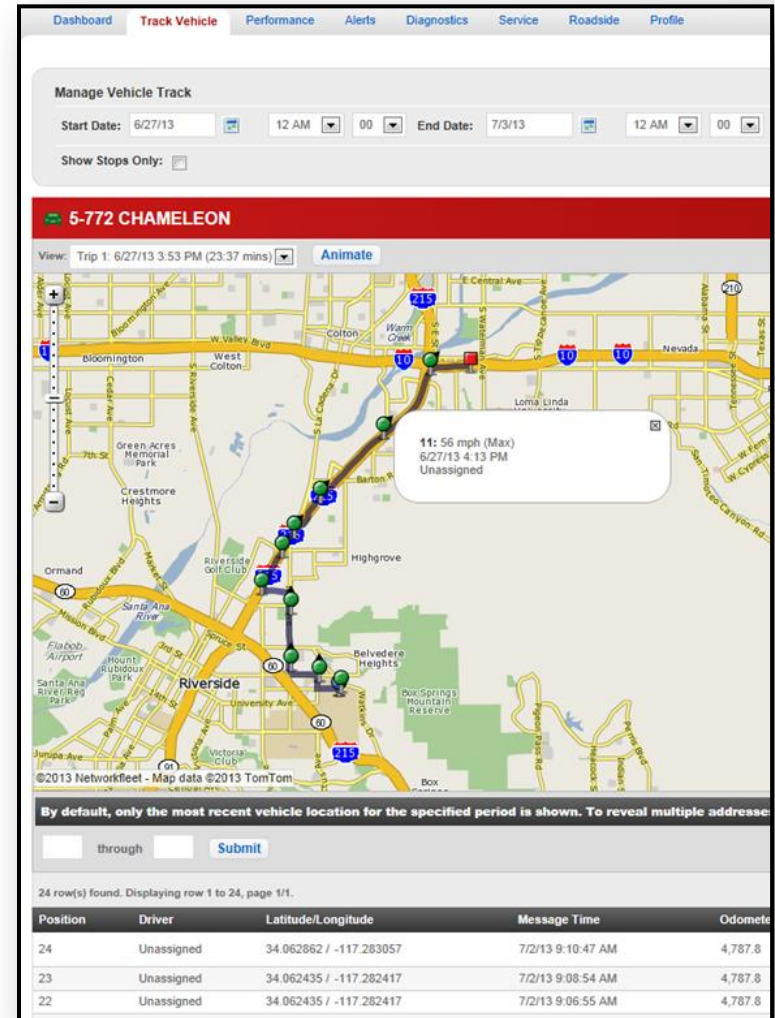
# Design Considerations

- 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.
  - <http://www.networkfleet.com/fleet-solutions/>
- Find the Dean of Space early on, cause you're sure to piss them off eventually...



# Design Considerations

- Link it to your truck website

## Food Trucks Home

[A to Z Listing](#) | [Campus Map](#) | [Find People](#)

FOOD TRUCK

COFFEE TRUCK

REQUEST TRUCK

### RECENT TWEETS

### The Chameleon That Cooks

Culinary Chameleon is no ordinary chameleon. We serve up fresh and delicious food throughout UCR, our natural habitat. You can find us on campus Monday through Friday or during one of our special events. Stop by and grab a bite!

**We Change Our Menu, Not Our Color**

Culinary Chameleon changes its colors by featuring new menu items on an on-going basis. Using a delicious mixture of your input and the expertise of our dining staff, we bring the food you crave to campus. Take the survey below, and give feedback you can eat!

Location	Menu	Hours



# 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

Location	<u>Income</u>	<u>Labor</u>	<u>Food</u>	<u>Income</u>	Budget	<u>Var</u>
Culinary Chameleon	688,388	298,234	217,597	139,479	85,447	54,032
		43.3%	31.6%	20.3%	12.4%	

- 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?**