Names: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Kitchen : \_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_\_\_

The Great Food Truck Race

Challenge:

You are going to be designing your own food truck and next time you will be making a food item from your proposed food truck and then try and get the most students to your station. You will be graded on not only your ability to market your food but your food product as well.

Planning:

1. Food Truck Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Type of Food: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What three different food items would you sell? Describe each food item and give each food item a price. Circle the food item you are going to make.

|  |  |  |
| --- | --- | --- |
| Food Item #1 | Food Item #2 | Food Item #3 |
|  |  |  |
| Price: | Price: | Price: |

1. You are going to prepare as many units as you can with a budget of $7. Below you will write out the recipe and a shopping list of items that you need.

|  |  |  |
| --- | --- | --- |
| Recipe | Shopping List | |
|  | Amount | Item |
|  |  |
|  |  |
|  |  |
|  |  |
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1. Using the attached food truck model, you are going to design your food truck. You will need to mark off a place for your window. Will you post a menu on your truck or will it be separate? What colors are you going to use? What does your logo look like?
2. In the space below, list all the equipment that you need to prepare and serve the food. Don’t forget to include serving items like plates, napkins or forks.

7. What is your marketing plan? Come up with at least 2 marketing methods you will be using and briefly

describe each.

Reflection:

1. What is one challenge you see in marketing and advertising a food truck? Why?

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2. How successful were the two methods you used to market your “food truck”? Which method brought more people to purchase your product? Why do you think that?

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1. How do you think location affects food sales and marketing? Would you have chosen a new location? Why?

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Self-Evaluation Grading:

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 2 | 3 | 4 |
| I did not participate or contribute to the group | We did not use the marketing tools to our advantage and lost money | We used our marketing tools and earned some money, but still could have done better. | We used our marketing tools and earned back all the food cost, and did best we could. |

If someone in your group did not earn the score above, please indicate here: