



FOOD TRUCK FRENZY



FOOD TRUCK FRENZY SCHEDULE

1. **Introducing our Experts!**
2. Presentation 1: Licensing and Permits for Food Trucks
3. Presentation 2: Cost of Starting and Operating a Food Truck
4. Presentation 3: Making a Menu for a Food Truck
5. Presentation 4: The Good, The Bad & The Ugly!
6. **Q & A with our Experts: The Psychology behind Food Trucks**



FOOD TRUCK FRENZY

EXPERT BIOS

North Fork Flour Shoppe



How did you start your food truck business?

I started my business during covid. I had been a pastry chef for 13 years at restaurants around Long Island and Was let go during covid. I had to brainstorm and figure out my next avenue in life and keep busy. After several people pushing me to further expand my talents, I started North Fork Flour Shoppe. Which at the time was all online ordering, with pickup in Jamesport. The business really took off, much bigger than I would have ever imagined and I knew I needed and wanted to expand.



Why did you choose a food truck?

I spent several months, almost an entire year looking for storefronts to open a bakery on the north fork. They were nearly impossible to find. I joked around about the idea of opening a food truck, but if I ever did I wanted it to be different and stand out. So I began searching everywhere and decided the food truck Avenue was what was best for me at the time.

What's the paperwork process like?

The paperwork process for me was slightly confusing. Not everything the health department requires is written out within the guidelines they provide. I was calling the health department several times a week to ask questions and ensure everything was accurate. But once the initial paperwork is submitted and you're inspected, each time after that is easier.

Is it hard to start a food truck?

I wouldn't say it's hard to start a food truck but from starting one to actually working on one takes a lot of patience, hard work and love. You will question yourself and sanity everyday...

You really need to dive deep and come up with a solid plan of what you're selling, build relationships with people for events and places to sell - which can be hard and takes time. I think the most important aspect of opening a food truck is loving what you do with all the hard work and dedication needed to running a food truck. It's not easy prepping all week, setting up and breaking down a 'restaurant' every day. But if the love and joy in doing what you do is there, it'll all be worth it. Mistakes and all!



My name is Anastasia Marino. I am the owner of Lil' Tin Shed. I started this business mainly because I was working for a company that didn't appreciate me. I was also going through a divorce and trying to figure out a way to stay in my house that my ex-husband had foreclosed on. (It was in his name only.)

The company I'd been working for offered me a salaried position and this was a dream job for me. I started training and at the time we did not have a general manager. A few days later, I walked our new GM. He told me he had somebody he was bringing in for the position and I would be going back to the restaurant. This is when I started looking for my food truck. I knew how hard of a worker I was and also knew what I could do with my own business.

My plan was to stay at my job and run my truck on the weekend. I found a trailer and did not need financing. I had saved money living in my house mortgage free, knowing I needed to do something to save my house or move. So... I took the gamble and bought my trailer.

July 1st 2020 was my first day working my trailer and in August 2020, I was contacted by Waterdrinker to do an event they were having. I have been blessed to work for them and Long Island Farm Brewery ever since.

During this process, I was able to purchase my house back and for that, I am grateful.

The paperwork process is probably the hardest part. I started by going to Riverhead to secure my name. Then, I went to the Health Department. In order to have your truck approved, you need to make a drawing of

all equipment you plan to have in your truck. You need a commissary and approved menu, a place to get rid of your waste water and you need to take a food managers course every 3 years. You need to get your insurance, file for a Tax ID number and file for a resale certificate. When Suffolk County approves your truck, then you need to go to the town and file for that paperwork. This is where you will get fingerprinted. You need to file for a peddlers permit for yourself and one for your truck. This is also where you will bring your truck for your fire inspection. Every year, you will also need to get your truck pressure tested. It's not hard to start a food truck but it is a lot of work.

I personally rarely have a day off, but I wouldn't have it any other way. I have always loved working with people and cooking has always been my thing. So, I am proud to say that I love my job!

I now have 2 food trucks. First, I purchased the truck and then I just picked up the equipment here and there. When I had everything I needed, I financed a loan at my bank and hired somebody to put it together for me. I also purchased a small specialty beverage and dessert trailer with my sister last year. So... that's a total of 3 trucks in 4 years.

Working hard pays off!

Lil' Tin Shed



TRUCK 1



TRUCK 2



TRUCK 3





FOOD TRUCK FRENZY

Presentation 1: Licensing and Permits for Food Trucks



LICENSING AND PERMITS FOR FOOD TRUCKS



By: Alishia, Imaan, Myrtho

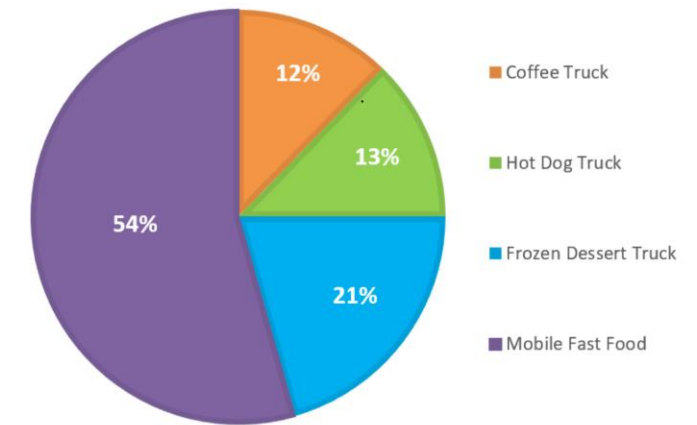


FOOD TRUCK REQUIREMENTS 101

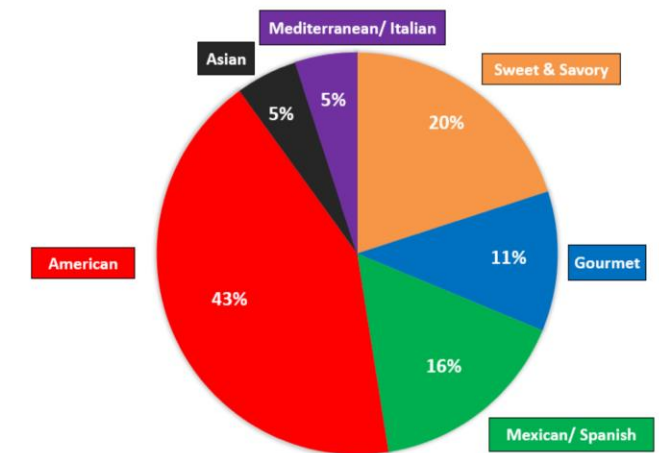
- Health safety standard
- Propane and Electrical Requirements
- Trailer structural and safety standards
- Commissary Kitchen
- Waste disposal systems
- Signage and branding regulations
- Fire extinguisher requirements



SC Food Truck Operations



Mobile Fast Food Breakdown

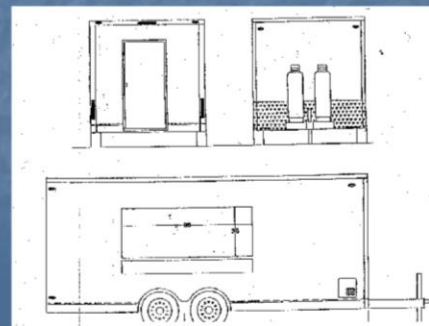
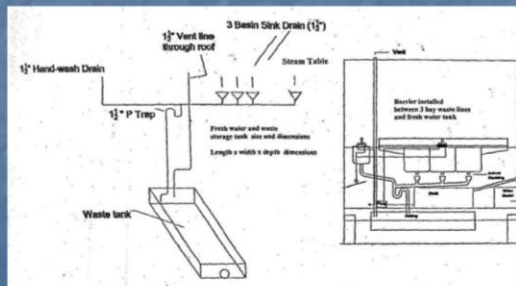
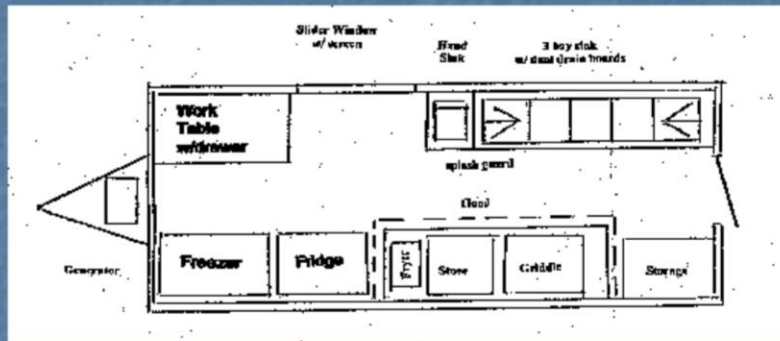


PERMITS AND LICENSES NEEDED

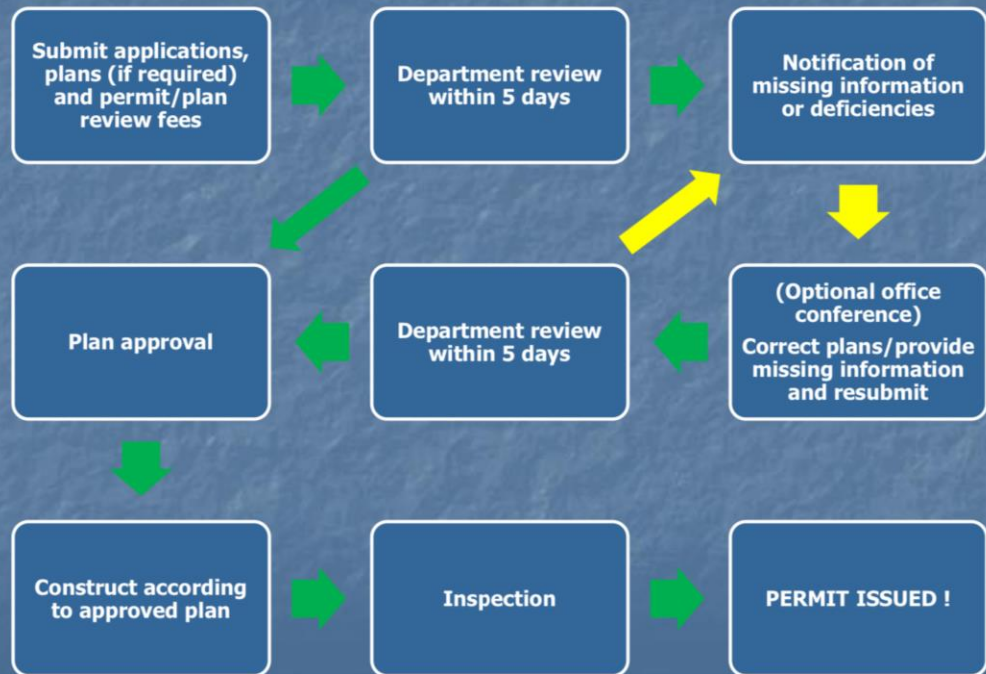
- Business License-\$100-\$200
- Food Handler Card- \$15/employee
- Health Permit-\$100-\$1000
- Resale Permit
- Fire Permit
- Employer Identification Number
- Mobile food facility Permit-\$50/year
- Vehicular registration
- Drivers license



Sample Plan Drawings



The Permit/Review Process



A row of colorful food trucks parked outdoors. The trucks are decorated with various designs, including a large cartoon face on the leftmost truck. The background shows trees and a clear sky.

INFO FROM SOURCE IN THE INDUSTRY

- Works Local Parties
- Paid \$25,000 for the food truck plus \$4,000 for minor repairs
- Paid between \$15,000-25,000 for a trailer
- Has a storage unit where he keeps the majority of his product
- Suffolk county permit and Nassau permit \$500 each
- Spent 1,000 on advertising
- Put 35k down and financed the rest
- 100,000 total 8,500 sales tax

RESOURCES

- Suffolk county <https://www.suffolkcountyny.gov/Departments/Health-Services/Public-Health-Protection/Food-Protection/PHP-Documents-and-Forms>
- Food truck owner
- Toast website- <https://pos.toasttab.com/blog/on-the-line/food-truck-licenses-and-permits-in-newyork?srsId=AfmBOooDyN7GTSOd3XnBuihvMH22TPVhdpoWOFsIZWJxbAlgHsMrAD0a>
- NY food truck organization- <https://nyfta.org/food-truck-permits-and-licenses-your-food-truck-business-might-need>



FOOD TRUCK FRENZY

Presentation 2: Cost of Starting and Operating a Food Truck



COST OF STARTING AND OPERATING A FOOD TRUCK

A Comprehensive Guide

Presented By

Samantha Wontumi

Initial Cost

- **1. Food Truck Purchase**

- 🎬 **New Food Truck:** \$75,000 - \$100,000
 - *Includes custom build-outs and new equipment.*
- 🎬 **Used Food Truck:** \$25,000 - \$50,000
 - *May require additional repairs or upgrades.*

- **2. Equipment and Wrap**

- 🎬 **Kitchen Equipment:** \$10,000 - \$20,000
 - *Includes grills, fryers, refrigerators, and prep tables.*
- 🎬 **Truck Wrap/Branding:** \$3,000 - \$5,000
 - *Custom graphics and design to attract customers.*



Initial Cost

3. Initial Inventory

- 📺 **Food Supplies:** \$500 - \$1,000
 - *Ingredients for your initial menu offerings.*
- 📺 **Beverages:** \$200 - \$500
 - *Soft drinks, water, and other beverages.*
- 📺 **Packaging:** \$300 - \$500
 - *Containers, napkins, utensils, etc.*



4. Website Development

- 📺 **DIY Website:** Free - \$500
 - *Using platforms like Wix or Squarespace.*
- 📺 **Professional Website:** \$1,000 - \$5,000
 - *Custom design and development.*



Ongoing monthly Cost

1. Commissary/Commercial Kitchen Fees

- 🎬 **Basic Commissary Use:** \$400 - \$600
 - *Access to shared kitchen space for food prep and storage.*
- 🎬 **Premium Commissary Use:** \$600 - \$1,200
 - *Includes additional amenities like 24/7 access, private storage, and equipment use*

2. Fuel

- 🎬 **Gasoline/Diesel:** \$300 - \$500
 - *Costs vary based on fuel prices and distance traveled.*
- 🎬 **Propane:** \$50 - \$100
 - *Used for cooking equipment.*



Ongoing monthly Cost

3. Labor

- 🏢 **Employee Wages:** \$8 - \$15 per hour
 - *Based on local minimum wage laws and experience level.*
- 🏢 **Number of Employees:** 1 - 3
 - *Depending on the size of your operation and hours of operation.*

4. Repairs and Maintenance

- 🏢 **Routine Maintenance:** \$200 - \$500
 - *Regular upkeep like oil changes, tire rotations, and inspections.*
- 🏢 **Unexpected Repairs:** \$500 - \$1,000
 - *For breakdowns or equipment failures.*



Ongoing monthly Cost

5. Marketing and Social Media

- 📺 **Social Media Advertising:** \$0 - \$200
 - *Promoting your food truck on platforms like Facebook and Instagram.*
- 📺 **Local Advertising:** \$50 - \$300
 - *Flyers, local newspaper ads, and community sponsorships.*



conclusion

- **Recap of Key Points**

1. **Initial Startup and Operating Costs:**

- ***Food Truck Purchase:*** Costs vary significantly based on whether you buy new or used.
- ***Equipment and Wrap:*** Essential for kitchen operations and branding.
- ***Initial Inventory:*** Includes food supplies, beverages, and packaging.
- ***Permits and Licenses:*** Necessary for legal operation and compliance.
- ***Website Development:*** Options range from DIY to professional services.
- ***POS System:*** Important for sales and inventory management.
- ***Uniforms and Branding:*** Helps in creating a professional image.
- ***Miscellaneous Expenses:*** Includes insurance, legal fees, and initial marketing.

conclusion

Ongoing Monthly Costs:

- **Commissary/Commercial Kitchen Fees:** Essential for food prep and storage.
- **Fuel:** Regular expense for operating the truck.
- **Labor:** Wages for employees based on local laws and experience.
- **Repairs and Maintenance:** Regular upkeep and unexpected repairs.
- **Food and Beverage Restock:** Weekly restocking based on sales volume.
- **Paper Products Restock:** Includes packaging and cleaning supplies.
- **Marketing and Social Media:** Ongoing promotion to attract customers.





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Presentation 3: Making a Menu for a Food Truck



How to make up a menu for a successful food truck

Elizabeth Cheviot and Anthony Alfieri

Key Points on how to achieve a delicious enticing menu

- Make sure to have some visual elements to make your customers want to buy from you
- Avoid complicated wording when describing dishes
- Have easy to find and accessible promotions
- Menu must be short and simple
- Choose the right angle for your truck
- Keep ingredients fresh and local
- Food storage and safety





**THANK YOU
FOR YOUR TIME**