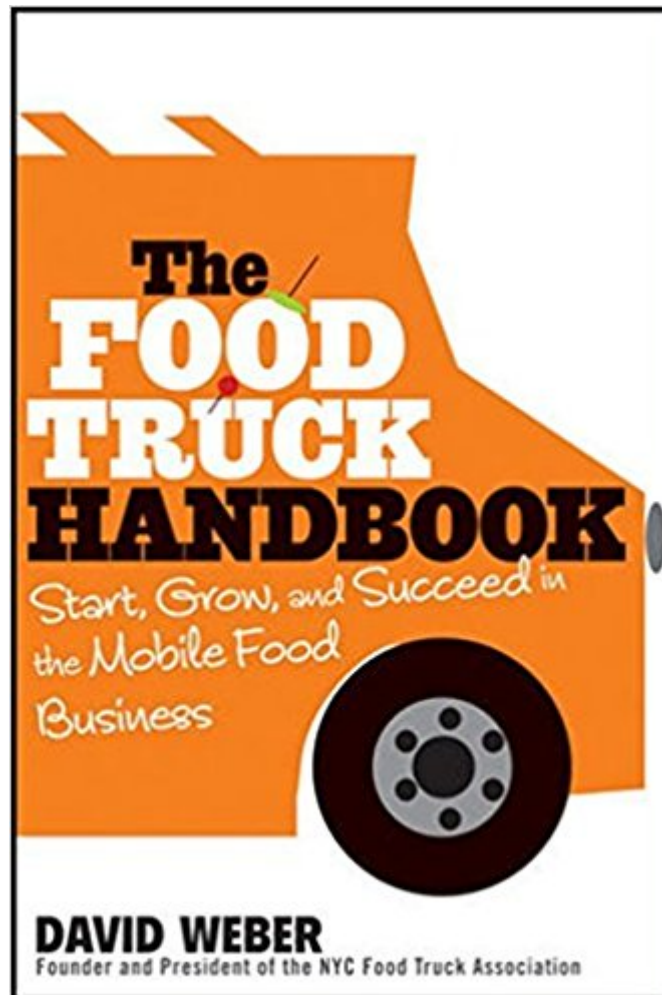


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# The Food Truck Handbook: Start, Grow, And Succeed In The Mobile Food Business



## Synopsis

How to start, grow, and succeed in the food truck business. Food trucks have become a wildly popular and important part of the hospitality industry. Consumers are flocking to these mobile food businesses in droves, inspiring national food truck competitions and even a show dedicated to the topic on The Food Network. The relatively low cost of entry as compared to starting a restaurant, combined with free and low-cost ways to market them to the masses via platforms like social media, are just two of the reasons that food truck business are drawing in budding entrepreneurs. Author David Weber, a food truck advocate and entrepreneur himself, is here to offer his practical, step-by-step advice to achieving your mobile food mogul dreams in *The Food Truck Handbook*. This book cuts through all of the hype to give both hopeful entrepreneurs and already established truck owners an accurate portrayal of life on the streets. From concept to gaining a loyal following to preventative maintenance on your equipment this book covers it all. Includes profiles of successful food trucks, detailing their operations, profitability, and scalability. Establish best practices for operating your truck using one-of-a-kind templates for choosing vending locations, opening checklist, closing checklist, and more. Create a sound business plan complete with a reasonable budget and finding vendors you can trust; consider daily operations in detail from start to finish, and ultimately expand your business. Stay lean and profitable by avoiding the most common operating mistakes. Author David Weber is Founder and President of the NYC Food Truck Association (NYCFTA), which brings together small businesses that own and operate premium food trucks in NYC focused on innovation in hospitality, high quality food, and community development.

## Book Information

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## Customer Reviews

I read through the book quickly, since it is uncomplicated and presents the basic concepts in a clear and distinct way. For anyone who is thinking about starting a food truck business or is simply interested in what everyone is talking about, this is the book to buy. The author hits on the big picture "policy" issues and delves into the nitty gritty that you would never know unless you had been on the streets running a truck for years. Since he's in NYC, where operating a business can be the most difficult, it's good to get an almost 'worst case' scenario. The section on regulations was helpful, since the author shows the different requirements and issues faced in different cities. I liked the commentaries from other truck operators; a good way to bring in different viewpoints.

Starting a food truck I've read all the books and this one was full of good working thoughts and considerations. I recommend joining a food truck group in your city just about all of them have one even here in Oklahoma City the OKC food truck association is a great way to go beyond the book and find out what permits and check lists you have to follow for your area. As long as you're not the same type of food truck you'll find others will be more than happy to help and guide you. These books will help you build the plan but you need a working local knowledge in order to not violate a law. Just in my city I needed a LLC, a inspection by the city health department, a permit by the health department, a site permit every time I park on private property, a annual permit I have to buy every year to go to special events, and a site inspection permit every time I park at a public event. Hope that helps like my reviews for more

My high rating for this book has a lot to do with the fact that this book was EXACTLY what I needed to prepare to launch my own NYC food truck. Easy to follow and enjoyable to read, yet full of plenty of details, great tips and fun interviews with other food truckers. I kept a notebook next to me while I read this and wrote down things like: "test COGS at 30% to set final menu prices," "ask insurance broker if there are fees for additional insured (there shouldn't be!)," "sign up for free Google Voice phone number," and "consider hourly time limit on catering rates to cover staff pay." Really practical advice. My only complaint is that this book wasn't around three years ago when I started planning the food truck business. Of course if it had, it might have scared me off! Weber doesn't sugarcoat things, but he also makes sure to highlight the joys of street vending too. I feel so much more prepared after reading this handbook.

I purchased this book expecting high level details. In reality, David Weber's book was thorough and

detailed, (including information about vendors and suppliers you should connect with). I was able to launch my business in 30 days just by following the guidance given in the handbook. It truly was a roadmap, walking you through everything you need to know. I also appreciated the case studies and testimonials from actual Food Truck operators. While running a food truck business is not easy, I am much more prepared because of the insight and instruction I received from the handbook. A must read for anyone who is seriously considering starting a Food Truck Business.

If you think that you're ready for a food truck and haven't picked up any "How To" literature yet, I suggest this book! I am about half way through and not only does David Weber give you a kick of reality right off the bat, he tries to help you fully realize your idea by giving you facts and tips the entire way through. I now know more about accounting than I ever thought that I would and have a real idea of the business plan that I need to produce to be business ready. In addition to all of these wonderful things, I sent Mr. Weber a message thanking him for taking his time to write the book, and he took the time to respond, which I did not expect, as most people these days don't take too much time for others. Great book, great guy! Best of luck on your food truck adventures!

What's it like to run a food truck? This book has what you need to know--all the details I wouldn't have thought of from a person who's done it successfully already. It's like having your own mentor. The number of things to think of is amazing!--writing the business plan, getting funding, designing the truck inside and out, dealing with regulations and red tape, hiring the best people for the job, financing, branding, selling locations, growing from one truck to more...The author takes you through it all bit by bit. A very helpful and thorough how-to book!!

Excellent tips on starting a food truck and has referrals to insurance and other reference points. Well done manual, much more informative than Food Trucks for Dummies, which was sorely lacking.

I'm only part-way through this book, but thus far it has been an invaluable resource as I'm planning my own food truck venture. I'm taking notes of everything I think might be helpful, which has basically been me taking notes on nearly every single paragraph. The way it's written is very engaging and easy to follow, and doesn't seem like a drag to read in the least like some other books of its kind. The author clearly has a passion for and expertise in the business. Highly recommended!

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