

## Food Truck Food Wars



### Purpose

The purpose of this project is to allow Business students and Culinary students to learn different aspects of the industry and how each program has specific views of any food truck.



### Description

Pre-Planning the Big Day takes many steps. Be flexible and ready to adapt to many situations.

#### *Intro to Business Course*

- ☐ Develop the concept of a specific Food Truck
  - ☐ Local community
  - ☐ One truck per person
  - ☐ Show a need in the community - competition
  - ☐ Name the truck
  - ☐ The focus of types of food
- ☐ Create a sample menu
- ☐ Create sample promotions
- ☐ Develop Value proposition or competitive advantage



#### *Culinary Course*

- ☐ Develop basic culinary skills
- ☐ Wide knowledge of baking and cooking techniques
- ☐ Learn new types of food styles

### The Pitch

#### *Intro to Business Course*

- ☐ Develop a 45-second elevator pitch
- ☐ Each student pitches their truck to Culinary class
- ☐ The best pitch gets to select a specific Culinary student

#### *Culinary Course*

- ☐ Each Culinary student develops a short sales pitch
- ☐ Must highlight their culinary skills
- ☐ Focus on what they are best at

Use a Google Form to have culinary students select preferred food truck to work on.

### The Product

Teachers need to meet before this section and combine the classes together in a team.  
Two choices for building teams

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1. Allow each Business student (Food Truck) to have one Culinary student
  - a. If an unequal number double some of the students or trucks
2. Develop Food truck courts and make bigger teams of 2-4 trucks
  - a. Combine similar types of food trucks
  - b. Combine food trucks that compliment each other.

### Team Work to Final Product

- ☐ Have the teams meet and select one item to cook
  - ☐ Consider prep and cooking time
  - ☐ Develop a budget for the item using web-based grocery store prices
  - ☐ Select and turn in a recipe with ingredients and instructions
    - ☐ Encourage students to read all comments on a web recipe.
    - ☐ You can learn a lot from the comments
    - ☐ Make sure the recipe is in their comfort level
  - ☐ Create a grocery shopping list
    - ☐ Be specific
    - ☐ Place kitchen number, class period, truck name, and student names on the grocery list
- ☐ Plan your kitchen time
  - ☐ Depending on the number of teams and kitchen space available
  - ☐ Develop planning days for each cooking day
  - ☐ Students need to submit a detailed plan for each cooking day



### Kitchen Time

- ☐ Depending on the number of teams, you might have to split the kitchen time between several days. Students and work on non kitchen elements of the food truck if not in a kitchen
- ☐ Before students arrive
  - ☐ Place all ingredients from all students in an organized space either in the kitchen or outside of the room
  - ☐ Have students mark/label all food with class period and kitchen number
  - ☐ Have basic ingredients out on a counter/table.
    - ☐ Business students will not know where ingredients are in the kitchen
    - ☐ Helps with sharing for all kitchens.
- ☐ Set a timer for the desired end time.
  - ☐ We used a 90-minute final time
    - ☐ 45 minutes to prep food



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- ☐ 10 minutes to display and setup each truck
- ☐ 35 minutes to sample, explain, vote, and debrief project
- ☐ Plate finished food product - at least one sample for students and adults in the project

### Big Show

- ☐ Set tables in an area for each truck to display their items
- ☐ Place foil to designate each space for a specific truck
- ☐ Required items on display
  - ☐ Paper prototype food truck
  - ☐ Color printed menu
  - ☐ Color printed logo and slogan
  - ☐ Samples for each person - *we used cookie sheets to help with cleanup*
- ☐ Have each team member stand behind their table and explain their food product
- ☐ Bring in celebrity judges
  - ☐ Building administrators
  - ☐ District administrators
  - ☐ Local restaurant owners or chefs
- ☐ Allow all students to sample each food item
- ☐ Create a voting system
  - ☐ Tickets or paper money to place in each truck
  - ☐ Thumbs up/Thumbs down in a class discussion
- ☐ Debrief project with students
  - ☐ Favorite food by category and overall
  - ☐ Best food display
  - ☐ Best looking truck
  - ☐ What went well
  - ☐ How to improve next time
- ☐ Clean up the mess



### Hints for Success

- ☐ Map the project out over 6-8 weeks
  - ☐ First try we completed in 10 days, not enough time.
  - ☐ Watch budgets closely, students do not understand food cost
- ☐ Find a sponsor for the project to help with food costs.
- ☐ Develop a plan for students that will not participate in the project or stop working on their food truck
- ☐ Be ready for chaos. Make sure you have a good working relationship with both course teachers. It will not work any other way. The kitchen time is difficult for one Culinary



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teacher to manage since each kitchen is making a different product and many students have limited kitchen experience.

- ☐ Remember to purchase food sampling containers and small spoons
- ☐ Take lots of pictures to document for next time.
- ☐

