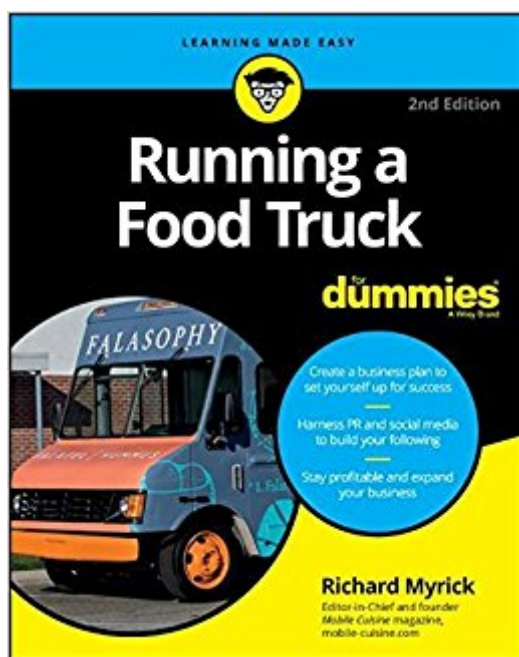


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# Running A Food Truck For Dummies (For Dummies (Lifestyle))



## Synopsis

Drive your food truck business to success While food trucks may not be the new kid on the block anymore, it's a segment that continues to swell—and there's still plenty of room for growth. If you have your sights set on taking your culinary prowess on the road, *Running a Food Truck For Dummies, 2nd Edition* helps you find your food niche, follow important rules of conducting business, outfit your moving kitchen, meet safety and sanitation requirements, and so much more. Gone are the days of food trucks offering unappealing prepackaged meals, snacks, and coffee. In today's flourishing food service industry, they're more like restaurants on wheels, offering eager curbside patrons everything from gourmet tacos and Korean BBQ to gluten-free pastries and healthy vegan fare. Whether you're the owner or operator of an existing food truck business looking to up the ante or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* has you covered. Create a food truck business plan to set yourself up for success Stay profitable by avoiding the most common operating mistakes Harness public relations and social media to build your following Grow from one truck to multiple trucks, restaurants, or a food truck franchise Packed with the latest information on legislation and ordinances, securing loans, and marketing to the all-important Millennials, this one-stop guide helps you cook up a well-done food truck venture in no time!

## Book Information

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## Customer Reviews

Create a business plan to set yourself up for success Harness PR and social media to build your following Stay profitable and expand your business Start and succeed in the food truck business If you're a chef, foodie, or amateur epicurean who dreams of finding success in the mobile food industry, this book covers everything you need to stay lean and profitable and avoid the most common operating mistakes. Inside, you'll find your food niche, follow important rules of conducting business on the road, outfit your moving kitchen, meet safety and sanitation requirements; and everything in between. Inside – Research the marketplace Write a business plan Finance your endeavor Prepare your menu Buy food and supplies Open your service window Manage your money Create buzz for your business Find and retain followers

Richard Myrick is editor-in-chief and founder of Mobile Cuisine Magazine ([mobile-cuisine.com](http://mobile-cuisine.com)), a central source for mobile street food information. Since its inception, Mobile Cuisine has been teaching aspiring culinary professionals how to create successful food truck businesses by providing valuable information that can help anyone build a food truck business.

The read is great, helping me make decisions on my food truck business.

very helpful. delivery as promised. Thanks.

Great book

I've always been fascinated with food trucks and what it takes to make one work. (Who hasn't watched the myriad of food truck shows out there??) This book really gets into everything, and if you have any kind of interest in how a food truck functions you should get this book simply to satisfy your curiosity. It's worth the cost of the book, for the learning experience alone. I had no idea that restaurants consider food trucks unfair competition, for example. So interesting. After reading this I have a new respect for the trucks that we frequent, the long hours and hard work it takes. How do they negotiate where they can park? How do they prep all those ingredients? Where and how do you purchase a truck (or bus, van, etc.) I truly enjoyed this book from an educational standpoint.

My husband makes amazing grilled cheese sandwiches and was thinking that it might be a great idea to run a gourmet grilled cheese food truck as a retirement business, so I ordered this book for him. I'm glad I did, because it convinced both of us that a food truck was definitely not the right

business for us. We had no idea that you have to have access to a catering kitchen, that a typical food truck 9-5 day starts at 9 am and ends at 5 am the next day! However, if you do have the time, money, energy and resources to run a food truck business, this book is an outstanding resource. It covers how to find the best truck for your needs, market research, financing, legalities, menus, supplies, hiring, marketing, social media, and many other topics.

Running a Food Truck for Dummies is filled with wonderful information for starting off in the Food Truck Business. The best thing about this is the area where questions are asked about the pros and cons of this restaurant on wheels business. These are valid questions that anyone interested needs to ask and understand before they start on this path. There are food trucks that stop out where I work and it is great to know how they operate. This business along with running a restaurant require careful cost management or you could be out of business really quick. If you are interested in understanding or getting into the Food Truck business, this book is well worth owning and understanding.

This is a very interesting and informative book and anyone who is interested or own one of these trucks would benefit from reading this. Things you need to know before investing \$20K+

This book is jam packed with multiple resources of planning your truck, to all the ordinances and everything in between. It gives you all the information required to get started and then to grow your business.

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