

FOOD TRUCK
Training Group

**Plannning a Menu For
Profit**

**Sponsored
by**



**NATIONAL
STREET FOOD
VENDORS
ASSOCIATION**

Corporate Trainer



Street vendor



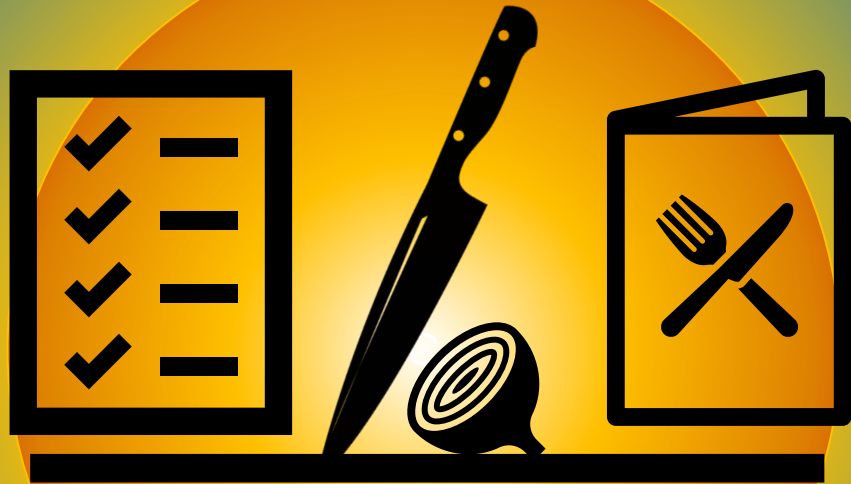
Author



Executive Director



NATIONAL
STREET FOOD VENDORS
Bill Moore
ASSOCIATION



FOOD COST 101

MASTER * CLASS

FOOD TRUCK TRAINING GROUP

2023



FOOD COST 101

MASTER * CLASS

UNDERSTANDING FOOD COST

Single expense with 4
different but important
measurements

Recipe Cost

Actual Food Cost

Sales Mixed Theoretical Food Cost

Food Expense (invoice payment)



FOOD COST 101

CALCULATING FOOD COST

By Hand

By Calculator

By App

By Spreadsheet

 Estimation



WASTE CONTROL

All Food Must Be Tracked

3 States of Food

on inventory (waiting to be sold)

on the POS (sold, discounted)

being destroyed (waste)

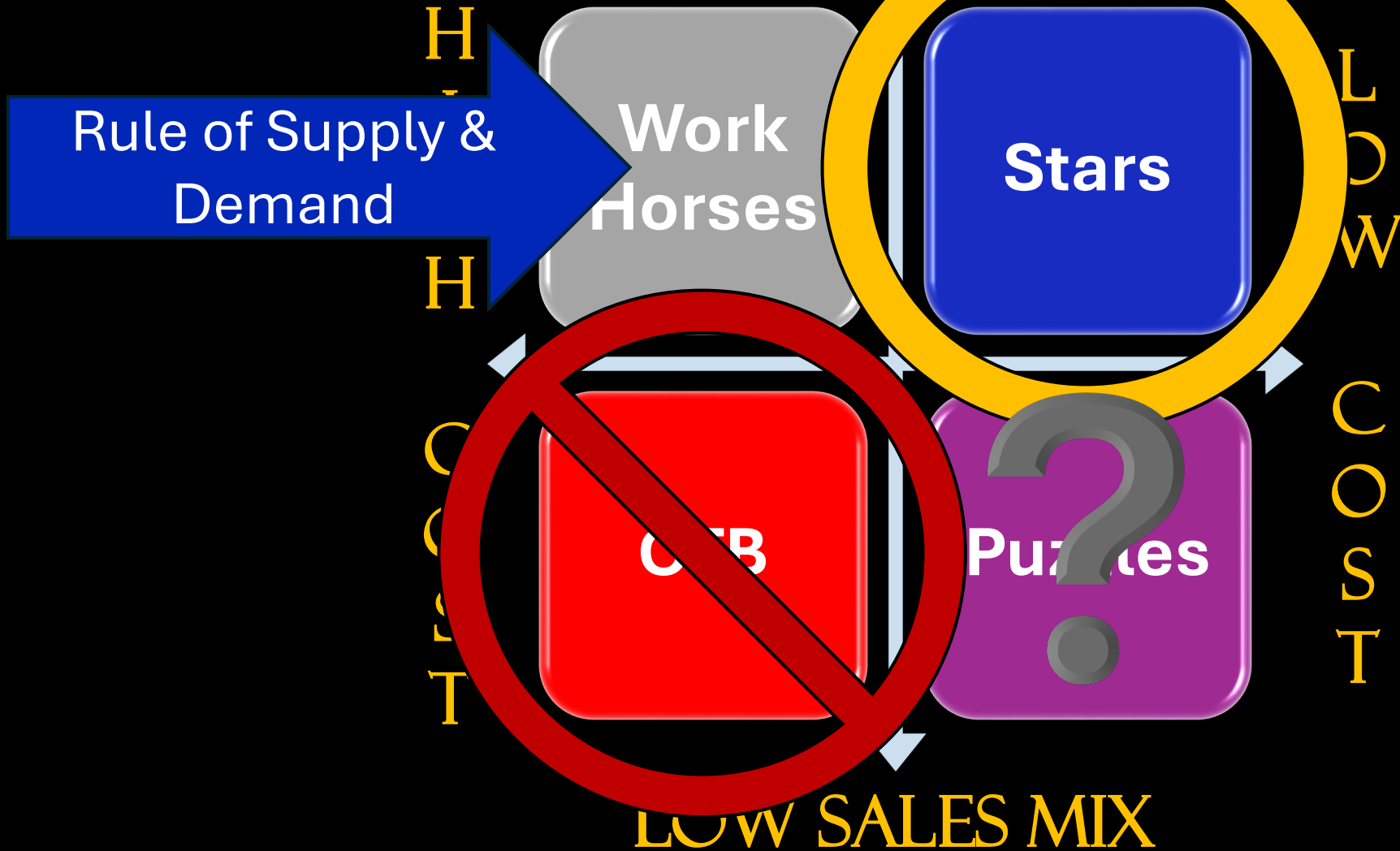
Cores, peels, roots – anything purchased by weight

Burnt, dropped, returns, mistakes, if it goes in the trash, it get counted



INGREDIENTS

HIGH SALES MIX



INGREDIENT MANAGEMENT

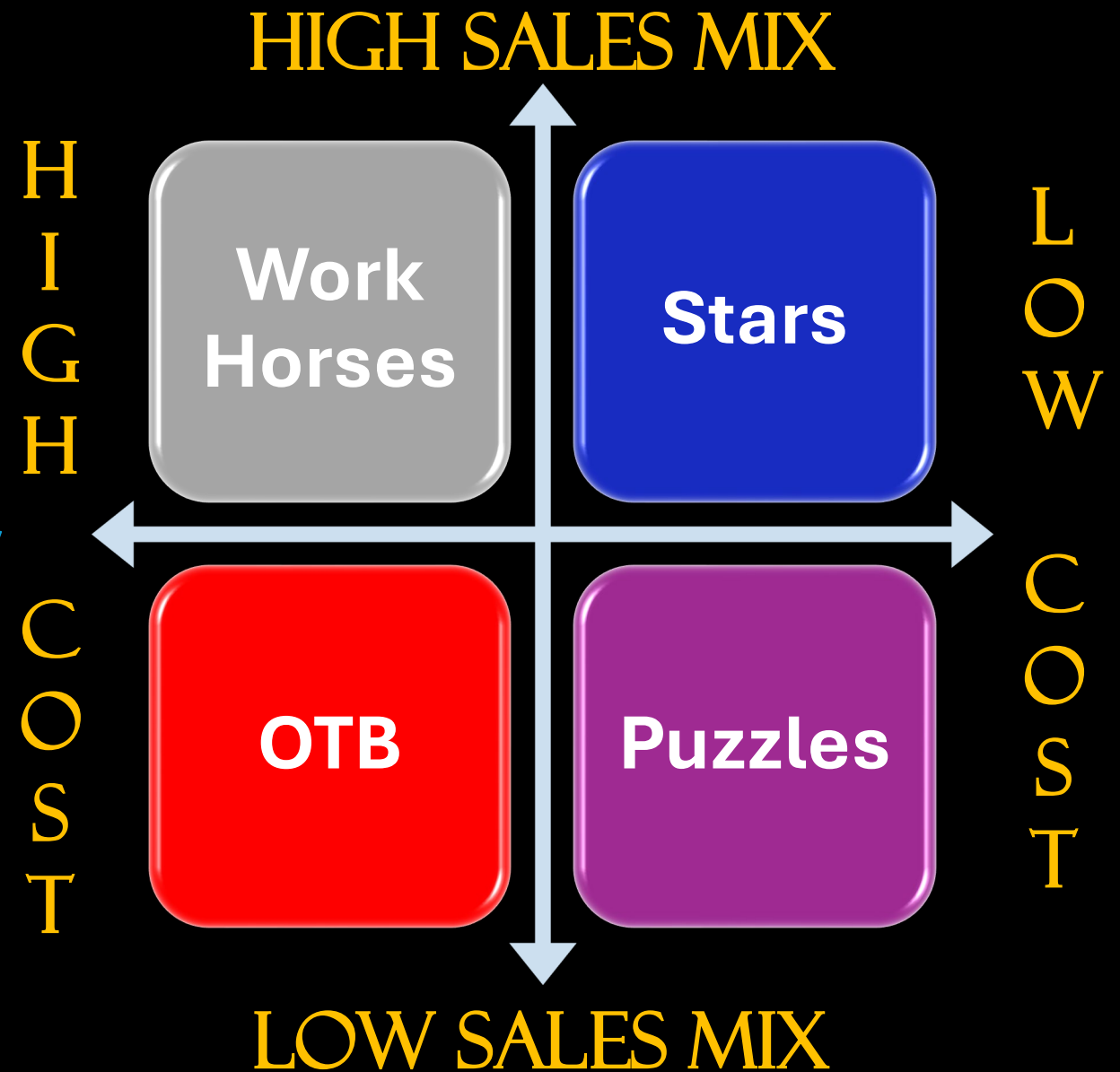
Menu Streamlining: Focus on items that share common ingredients. Your personal fave that don't sell got to go.

Inventory Tracking: Inventory tracking system to monitor ingredient levels. Get off your butt and LOOK.

Supplier Relationships: Negotiate favorable terms with suppliers to help manage costs. Buy local & cross promote for discounts.

First-In-First-Out (FIFO): Label and date EVERYTHING. Including prepped foods.

Storage and Organization: Use a well-organized shelving system to keep ingredients accessible and in good condition. In storage if you can see the walls, you have wasted space.



MENU ENGINEERING

Psychology of Menu Design:

- **Highlighting:** Use design elements like bold fonts, colors, or graphics to draw attention to high-profit items or specials.
- **Grouping:** Group related items together to encourage upselling and cross-selling.
- **Anchoring:** Place high-profit items near expensive items to make them seem more reasonably priced in comparison..

BREAKFAST

TEXAS TOAST BLT

USAGE EGG and CHEESE BISCUIT

PLATTERS

101 Platter 2 Cheese topped Scrambled Eggs, Choice of Meat & Tots

3 Pancakes w/Maple Syrup 3.99

3 Pancakes w/Sausage Patty & Maple Syrup 5.99

BISCUIT & GRAVY

Double Biscuit and Gravy 4.99 Add Two Sausage Patties 2.69

Single Biscuit and Gravy 2.99 Add One Sausage Patty 1.99

SIDES

Gravy .99 1 Egg .99 2 Eggs 1.89

Apple Jumble 2.99 Tater Tots 1.99

Side of Ham, Bacon or Sausage 1.99

FOOD ALLERGY WARNING

Please be advised that food prepared here may contain these ingredients: Milk, eggs, wheat, soybean, peanuts, tree nuts, fish, shellfish or sesame seeds

Drinks

Coffee 1.00 Spring Water 1.00 Milo's Tea 1.00/1.99

Lemonade 1.99/3.99 Milk 1.49 OJ 1.99 Coke, Sprite, Diet 1.79

Iced Coffee Cold Brewed Coffee 3.99

Salted Caramel Heath Bar Toffee & Dark Chocolate

Reese's Peanut Butter & Dark Chocolate Turtle Caramel & Dark Chocolate

York Peppermint & Dark Chocolate Mounds Coconut & Dark Chocolate

Zero Calorie Vanilla Zero Calorie Hazelnut

Specialty Lemonades 16oz - 2.99 / 32oz - 5.99

Pina Colada Pineapple & Coconut Blue Cotton Candy

Ocean Wave Blue Raspberry & Coconut It's Tropical Mango, Coconut, Pineapple

Tiger's Blood Mixed Red Berries Starburst Strawberry, Peach, Coconut

Spicy Strawberry Strawberry & Jalapeno Caramel Apple Apple & Caramel

Watermelon Raspberry Strawberry Peach

FREE In Park Delivery!

850-300-3030

VISA MasterCard DISCOVER

Summer Hours

8am to 2pm

Friday - Saturday

8am to 6pm

Closed on Mondays

NEW!

1. Menu Item Placement: Position your most profitable items in the "Golden Triangle" on your menu. This is the area where guests' eyes naturally gravitate when they first look at the menu (usually the top right or center).

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12" Thin Crust Pizza 12.99
 12" Thin Crust Pizza with your choice of any classic toppings
 Classic Toppings: Pepperoni, Ham, Sausage, Bacon, Mushrooms, Onion, Tomato, Jalapenos, Banana Pepper Rings, Green Pepper, Green Onions, Black Olives
 Extras - Classic Toppings 1.00 | Double Cheese 1.99
 Sauces - Classic Pizza Sauce | Premium Garlic Alfredo 1.99
 Premium Toppings - Chicken 1.49
 Dipping Sauces - Ranch | Marinara | Honey Mustard | Garlic Butter 1.25 min

PIZZA 12.99
 12" Thin Crust Pizza with your choice of any classic toppings

SPAGHETTI BOWLS with Garlic Texas Toast
 Italian Sausage w/Marinara - Mozzarella & Oregano 8.99
 Italian Sausage w/Alfredo - Mozzarella & Oregano 9.99
 Chicken Alfredo - topped with Mozzarella & Oregano 10.99
 Tik Tok Spaghetti - Alfredo Sauced Noodles with Red Meat Sauce, Mozzarella Cheese & Oregano 9.99

MEXICAN FARE (Beef or Chicken)
 Tacos Lettuce, Cheese, Tomato, 8 Picante Crema 4.99 or 2 for 8.99
 Enchilada 2 Enchiladas with Cheese over Spanish Rice 9.99

SNACK BOXES
 Shrimp & Tots - 5 Butterfly Breaded Shrimps, Tots and Cocktail Sauce 8.99
 Chicken Nuggets & Tots - 5 Chicken Nuggets, Tots and Choice of Sauce 6.99
 Trade Tots for - Fries + 1.00 | Mozzarella Sticks + 2.00 | Onion Rings + 3.00

LUNCH 10:30 - Close

BURGERS & DOGS
 Smashed Burgers Mayo, Lettuce, Tomato, Ketchup, Pickle, Onion, Mustard
 Single 3.99 Double 5.99 Triple 7.99
 BBQ Bacon Double Pickles, Onion Ring, BBQ Sauce & Mustard 7.99
 Mushroom & Swiss Double patties topped with Mayo 7.99
 Hot Dog Ketchup, Mustard, Onions 2.99 Chili Cheese Dog with Onion 3.99

SUBS
 Cuban-ish Pulled Mojo Pork, Ham, Swiss Cheese, Dill Pickles & 101 Mustard 9.99
 Italian Ham, Pepperoni, Salami, Pepper Jack, Lettuce, Tomato, Onions, Banana Pepper Rings, Italian Dressing & Oregano 9.99

SIDES
 Tater Tots 1.99 Lays Chips 0.75 Crinkle Fries 2.99
 Onion Rings 4.49 Mozzarella Sticks & Marinara 3 - 3.59 / 6 - 6.99

SUMMER SALADS
 Chef Grinder
 Grinder Ham, Pepperoni, Salami, Mozzarella, Tomatoes, Onion & Banana Peppers 9.99
 Greek Feta, Tomatoes, Onion, Black Olives, Cucumber & Green Pepper 9.99
 Chef Ham, Turkey, Mozzarella, Tomatoes, Onion & Cucumber 9.99
 Side Mozzarella, Tomatoes, Onion & Cucumbers 3.99
 Dressings Ranch, Italian, 1000 Island, Greek

Mushroom Swiss & Tots

TEXAS TOAST SANDWICHES
 101 Club Ham, Turkey, Bacon, Cheese, Mayo, Lettuce & Tomato 8.99
 Ham & Cheese (cold) Ham, Swiss, Mayo, Lettuce & Tomato 7.49
 BLT Bacon, Lettuce, Tomato & Mayo 6.99

DESSERTS
 Scoop Vanilla Ice Cream 1.49 Add Chocolate or Carmel .59
 Choco Jumble 2.99 Choco Jumble a la mode 4.29
 Apple Jumble 2.99 Apple Jumble a la mode 4.29

Specialty Lemonades 16oz - 2.99 / 32oz - 5.99
 Pina Colada Pineapple & Coconut Blue Cotton Candy
 Ocean Wave Blue Raspberry & Coconut It's Tropical Mango, Coconut, Pineapple
 Tiger's Blood Mixed Red Berries Starburst Strawberry, Peach, Coconut
 Spicy Strawberry Strawberry & Jalapeno Caramel Apple Apple & Caramel
 Watermelon Raspberry Strawberry Peach

TREAT YOURSELF!!

DIRTY SODAS 16 oz 3.99 / 32 oz 6.99
 Dirty Blue Cotton Candy, Cream & Sprite
 Coco Berry Coconut & Strawberry, Cream & Sprite
 Pina Colada Coconut & Pineapple, Cream & Sprite
 Fuzzy Navel Orange & Peach, Cream & Sprite
 Creamsicle Vanilla Crème, Orange, Cream & Orange Soda

- 1.Menu Item Placement:** Position your most profitable items in the "Golden Triangle" on your menu. This is the area where guests' eyes naturally gravitate when they first look at the menu (usually the **top right or center**).
- 2.Monitor and Update Regularly:** Replace or revamp underperforming items and adjust prices based on customer feedback, food cost changes, and sales mix trends.
- 3.Offer Limited Choices:** Too many choices can overwhelm guests leading to decision fatigue, and streamline operations. Ensure each item serves a purpose and remove those that don't contribute to your pocketbook.

PRICING STRATEGIES



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Cost-Based Pricing: Your Food Cost must be placed in a breakeven analysis which accounts for all your other expenses

Competitive Analysis: Research other food trucks and brick-and-mortar restaurants with similar menus.

Value-Based Pricing: What do your guests perceive as value in your food. Portion, Taste, Convenience, Uniqueness.

Dynamic Pricing: Fancy business term for discounting during slow times to drive sales OR pricing based on events, festivals, or catering.

Bundle and Combo Deals: Create combo meals or bundle items to encourage customers to spend more.

Experiment and Analyze: Don't be afraid to experiment with pricing AND don't view your pricing through your personal price tolerances.


$$BE = \$F / (1 - V\%)$$

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QUICK SHOP EVALUATION			
Competitor Name			
Date	Location		
How long was the line?			
How long did it take you to reach the cashier? (deduct one point if takes longer than 1 minute per guest ahead of you)			
Was the cashier greeting friendly?	YES NO	3	0
Any suggestive selling?	YES NO	1	0
What was the process to pick up the order? (Name, number, pager, cell phone message, app alert)			
How long did it take to get your food after the order was placed?			
Was the wait acceptable to you?	YES NO	1	0
Did other guests seem happy with their food and the service time?	YES NO	1	0
How was the food handed out?			
Were you thanked and invited back?	YES NO	1	0
How does the food look? (Not burnt, crushed, sloppy, etc.)	Great Average Bad	3 1 0	
Was the food appropriately hot, cold, fresh, crispy, tasty?	YES NO	1	0
Did their line maintain after your order was placed?	YES NO	1	0
Did the staff seem focused on serving guests and appeared to be hustling? No personal chatter.	YES NO	1	0
Was the interior clean and organized? (As best you can tell without appearing nose)	YES NO	3	0
Was the exterior clean and the menu easy to read and understand?	YES NO	1	0
Enough room to handle the line (Or if one developed) without blocking other people trying to get around.	YES NO	1	0
Enough parking?	YES NO	1	0
Social media presence? Does truck list social media?	YES NO	2	0
Responds to every comment.	YES NO	2	0
All accounts active. (If they are open each account should at least one post from that day)	YES NO	2	0
Do they have a loyalty program? Did they offer it to you?	YES NO	1	0
NOTES			
26 Possible points. 25 to 26 Strong Competition 22 to 24 Good Competition 19 to 21 Poor Competition Less than 18 buy them out			

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HOW WENDY'S DYNAMIC PRICING MIGHT AFFECT THE PRICE OF A DAVE'S SINGLE



SOURCE: NPD Group / The Wall Street Journal

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The collage consists of six promotional cards for a restaurant, arranged in a 2x3 grid. Each card features a different menu item or combo deal with pricing and descriptions.

- Top Left Card:** "Special Offer" (CFC SFO) for "8PC CHICKEN + 8PC TENDERS FILL UP". Description: "Grab the perfect family meal for delivery or pick up! This fried chicken meal includes 2 drums, 2 thighs, 2 breasts and 2 wings in the CFC recipe of your choice, plus 8 of our mouthwatering Extra Crispy chicken tenders. Comes complete with a Large Secret Recipe French Fries, Large Mashed Potatoes & Gravy, Large Cole Slaw, 4 sauces of your choice, and 4 biscuits." Price: \$12.47.
- Top Middle Card:** "12pc Nuggets COMBO" for \$12.47. Description: "100% white-meat chicken nuggets hand-breaded in our Original Recipe seasoning, served with an individual side of your choice, a medium drink, and a biscuit." Image shows nuggets, fries, and a Coca-Cola cup.
- Top Right Card:** "Classic Chicken Sandwich Combo" for \$10.99. Description: "Our Chicken Sandwich (An extra crispy filet with premium pickles, mayo, on a brioche-style bun), side of your choice, and medium drink of your choice." Image shows a sandwich, fries, and a Coca-Cola cup.
- Bottom Left Card:** "8PC CHICKEN" and "8PC TENDERS" with a Coca-Cola cup. Price: \$35.99.
- Bottom Middle Card:** "8PC Chicken Meal" with a Coca-Cola cup. Description: "8 pieces of our freshly prepared chicken, available in Original Recipe or Extra Crispy, 2 large sides of your choice, and 4 biscuits." Price: \$9.59.
- Bottom Right Card:** "WRAPS COMBO" for \$9.59. Description: "2 Kentucky Fried Chicken Wraps (your choice of The Classic and/or Spicy Slaw) with an individual side and medium drink." Image shows wraps, fries, and a Pepsi cup.

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15 12

Understand Your Market

What is Your Target Guest: – Blue Collar, Professionals, Family, Teens, Children, Shoppers

Analyze: Local Competition, Trends & Fads

Leverage: Local Ingredients, Regional Favorites and Your Specialties

Menu Design Principles

Balance Simplicity with Perceived Variety: Three to four main lines with condiment variety.

Highlight Signature Dishes: What is your truck famous for?

Menu Layout: Golden Triangle, Colors, Boxes, Graphics

Cost Control and Pricing Strategies

Calculating Food Cost Percentage: $\text{Open Inv} + \text{Purchases} - \text{End Inv} = \text{Actual Food Cost}$. Then

Compare to Theoretical Food Cost

Manage: Portion Control, Waste Tracking, ALL food is accounted for.

Guest Appeal & Experience

Craft a Menu: Must Appeal to Your Target Guest Pool

Seasonal & LTO Menu Items: Keep Guests Coming Back and Breaks Menu Fatigue

Visuals and Branding: Use Your Food in Photos, Daily Presentation Must Match Photos.

Operational Efficiency in Menu Planning

Maximize Kitchen Efficiency: Reduce 360's and Back & Forth Motions. Time Goals for Everything!

Streamline Prep and Cooking Processes: Think Faster, Hotter, Colder, - Challenge Your Thinking.

Inventory Management: Everything Must Have a Basis in Sales Histories & Projections.

Analyze & Improve Your Menu

Solicit Feedback: Seek Reviews, Listen for Verbal Feedback, Read Social Media Comments

Analyze Sales Mix: Refine Your Menu Based on Trends in Sales Mix and Seasonality

Refresh Your Menu: Predetermine a Schedule or Trigger to add LTO's, Drop Low Sales, Low Profit Items.

Q & A

