Culinary Prep. II: The Food Truck

Your Task: In groups, create an original, unique idea for a food truck! Your idea must represent a collaborative group brainstorming effort and a feature one region of the United States. The trucks will compete for best food and truck idea and creativity among fellow OW students.

Truck and Accessories Must Include:

- A specific food theme incorporated in the menu and the truck exterior design.
- Name your truck, and create a logo and slogan, select a location and “stage” your truck
- An original menu
- Choose the location for your truck in one spot in the region of the US
- Create a marketing strategy
- Construct a 3-D Model of your truck design

**MENU REQUIREMENTS:** (65 points)

- Select a food genre, style and theme based on one region of the US. Create a creative menu that represents your chosen theme with descriptive words explaining the dishes available.
- Choose 5 main dishes; 5 side dishes; 3 desserts; and 2 drink options*
- Include pictures of dishes when possible.
  - *no alcohol in any menu selections.
- For the food truck challenge, you will prepare 1 main dish, 1 side dish and 1 dessert or drink from your menu.

**MARKETING STRATEGY REQUIREMENTS:** (40 points)

- Provide 10 sample social media messages.
- Messages may be posted on Facebook, Twitter, Instagram or Snapchat (that’s it).
  - The sample messages must be written appropriately for their audience and include pictures, “truck handle” (EX: @tastyfoodtruck) or username, and school appropriate. Include only necessary #’s, not excessive.

**3-D MODEL:** (75 points)

- Construct a small food truck. It should be a model of what your actual truck would look like, including paintings, pictures, windows, wheels and any extra additions you select.
- It doesn’t need to roll, but should clearly display your design theme.
- Should be well designed and neat in appearance. Needs to represent a polished, well-built truck model. You should use a variety of media to create final stage. (Popsicle sticks, 3-D printed objects, outside props, legos, etc...).
- If you can build a truck that opens and exposes the inside and you create a small kitchen inside—you’ll really impress me.

**Total Truck Project:** 200 points  
**Cooking/Food Competition:** 75 points