



NASSAU SCHOOLS 1ST FOOD TRUCK

Nassau County Food & Nutrition Services

April 17th, 2018

Goals



- Needed a mobile unit for summer feeding and did not want it to go to waste during the school year
- Food trucks are a new culinary craze
- Needed something new and innovative and retail focused for the high school students to increase participation
- Can also use as an emergency management vehicle

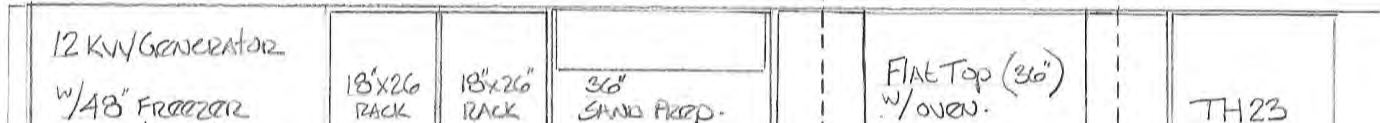
Design phase



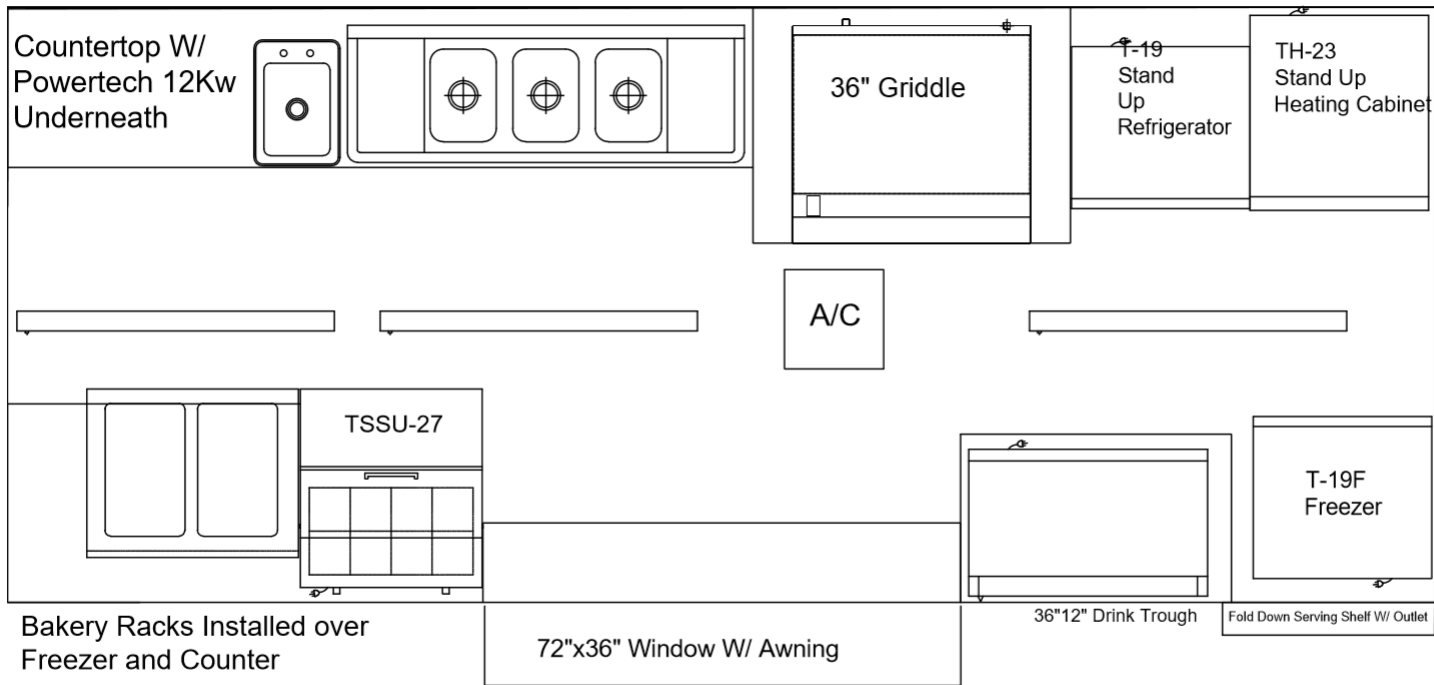
- Started in May 2016- truck was completed in August- could have been faster
 - *Have had some changes in company since then, not sure current timeline*
 - *Sizemore Ultimate Food Trucks – website and facebook*
 - *<http://www.sizemoreultimatefoodtrucks.com/>*
- Vinyl wrap design took longer than expected so did not receive truck until October
- Launched in January 2017
- Ordered new shirts, visors for workers on truck- branded

Aux Diesel Fuel
TANK.

4'-0" Hood

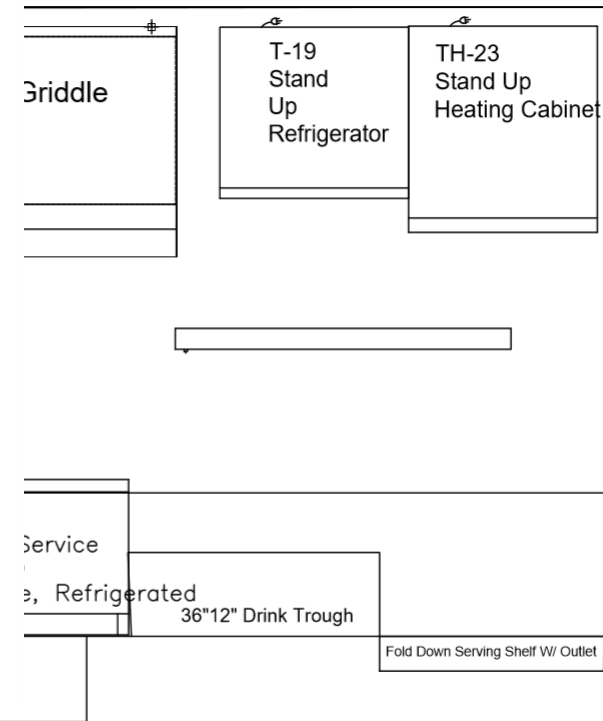


Nassau County Schools Food Truck



30 GAL H₂O / 4 (M)

Food Truck







Final Results



Menu



- Retail focused- not typical school food
- Food truck- needs to have a twist or a kick to it- same menu items upgraded
- Make it a complete meal- no haggling over fruit or veg, don't customize
- Focus on making it fresh but being able to keep up with demand
 - *Limited cooking equipment, try to balance with things that can be done in advance*
- Based around fresh ingredients or holidays/celebrations or seasonal
 - *National Nacho day, National Soup Month, National Hot Breakfast Month, etc.*
- Rotates to each high school one day a week
 - *Leave one day as flex to go to special events or to use for prep/cleaning*
- Tested out breakfast at one school last year, now rotates for breakfast too
 - *Fresh smoothies blended on truck every morning, grill off breakfast sandwich*
- Premium price structure- upcharge 0.50
 - *Normal lunch is 2.75 for students and 3.75 for adults/3.25 and 4.25 on truck*

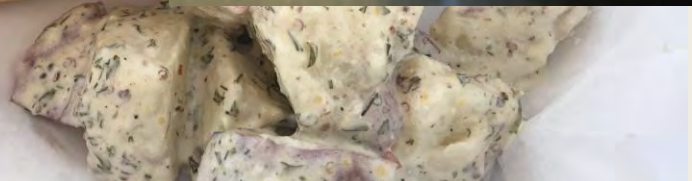
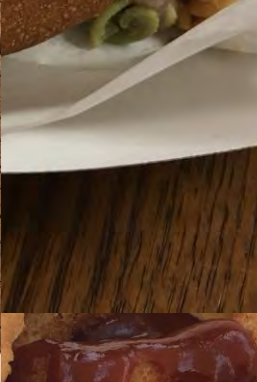
Menu cont.



- **The Cowboy Burger:** All beef patty – fresh from Florida – topped with cheese, crispy onion rings, jalapeños, and BBQ sauce served on a fresh-baked bun. Cool it off with a side of dill red potato salad. It's a meal fit for Wild West-sized appetites!
Make it a combo- choose any (or all!) of the following:
fruit, milk, 100% fruit juice, or fresh garden salad
- **The Meatball:** Our version of a classic meatball sub will take you back to grandma's kitchen: fresh-baked Italian hoagie bun loaded with meatballs and topped with fresh parsley, mozzarella, and parmesan cheese. Served with a side of homemade pasta salad, this stick-to-your-ribs meal is the perfect warm, comfort dish during the winter.
- **The Sloppy Pig:** A handcrafted sandwich with slow-smoked pork roast tossed in a local mustard-based BBQ sauce piled high on a fresh baked bun and topped with house made sweet and spicy pickles. Served with a side of southern-style slaw!
- **Hilli(ard) Cheesesteak:** Fresh-baked hoagie bun piled high with hand-pulled tender pieces of smoked beef brisket, peppers and onions, smothered in our secret sauce! Served with savory sweet potato fries. It'll have you feeling the brotherly love – just like in Philly.
- **Centre Street Tacos:** Three mini tacos filled with juicy shredded pork, cheese, sweet and spicy slaw, and finished with an avocado ranch drizzle, served with a side of fresh-made pico de gallo, guacamole, and chips.

In action





New this year



- New entrée items
 - *Mushroom swiss burger*
 - *Loaded baked potato*
 - *Loaded grilled cheese with tomato bisque*
 - *California burger*
 - *Loaded chili cheese dog*
 - *Loaded nachos*
- Month was too long – 2-3 weeks was a good rotation
- Added a specialty salad option everyday

Announcements & Prom



- Morning announcements
 - Get ready, FBHS, Grab & Grub, a new, local food truck, is here to serve up handcrafted, local fare throughout Yulee, Fernandina. A stop planned at the park outside of your cafeteria EVERY Monday. Each month, you'll always find something new for your menu. For your convenience, use your school account to pay – just like you mark your calendars for 1/23, Pirates AND bring your appetite!
- Yard signs
- Working with TV production to promote
- T shirts and visors
- Santa Rosa- great promo video
 - <https://www.youtube.com/watch?v=-RxDKo-WFCQ>
- Alachua- great video about process
 - <http://sbac.nutrislice.com/menu/food-truck/lunch/>



School Events/Catering



Labor & Participation



- Hired one full time Food Service Manager to run the truck
- This year have added an additional floating employee
- Logistics make it difficult- Travel time
- Adjustable schedule each day
- Use one day as cleaning day- depends on menu
- Utilize staff at school to help fill outside coolers- fruit, juice, milk, tossed salads, bottled drinks
- Serve about 100-200/day
- Up from 1-2% at breakfast and 1-5% at lunch in 4 high schools, more teachers and staff
- Revenue is up significantly at those schools

Maintenance



- Equipment
 - *flat top grill, gas oven, exhaust hood, full size warmer, cooler, freezer, sandwich prep cooler, 2 pan hot wells, 2 sheet pan racks, hand sink, 3 comp sink, work table, outsider beverage cooler- one refrigerated and one is not*
 - *AC, sound system, LED lights on outside, back up camera*
- Plug into shore power everyday
- Deep clean weekly
- Generator has to be serviced every 250 hours- running it about 8 hours/day
- Gas, Diesel and Propane
 - *Gas runs the engine in the truck- top off weekly*
 - *Diesel for generator – top off weekly*
 - *Propane for grill, oven, steam table- top off weekly – have to get from local vendor*

Challenges



- Logistics and planning take a lot more time than expected
- Keeping up with demand
- Very HOT even with AC when running grill in warmer months
- Wifi and tablet- technology does not work regularly
- Utilize bungee cords to strap things down while traveling, be careful of pans in coolers, lock doors
- Bring dishes into school to wash or wait and wash when get back to base school kitchen

Alachua County Food Truck

- Alachua Co bid out truck from same vendor based on our specs
- Clay County is working on one now
- Orange County has several
- Duval County has several-management company
- Suwannee County has food trailer

