

Food Trucks - US - September 2013

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“Food trucks face many barriers to success, including overcoming a lack of physical location, meeting governmental regulations, finding a way to achieve operational efficiencies, and meeting the needs of mobile consumers. While some food truck operators have found unique ways to solve these issues, they are often the problems keeping these restaurateurs awake at night.”

– Bethany Wall, Foodservice Analyst

This report looks at the following areas:

- How the lack of physical location affects food trucks
- How food trucks are overcoming regulatory concerns
- What food trucks can do to increase operational efficiencies
- Meeting the needs of mobile consumers

Due to the increase in snacking and on-the-go consumption culture, food trucks are becoming an increasingly popular choice. While food trucks span many cuisine types and items from beverages and snacks to entrées and desserts, they are often limited by regulations and space, minimizing menu items and variety offered. Other obstacles come into play by not having permanent locations like finding customers, building loyalty, and serving them in an efficient manner.

This report covers how the lack of a physical location affects food trucks, regulatory concerns facing operators, what food trucks can do to gain operational efficiencies, and how food trucks can meet the needs of mobile consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Mmmpanadas

The Butcher's Son

Serving Americana

Mac and Cheese Store and Truck

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Juicebox
Green Pirate
Food without borders
Calexico
Taceaux Loceaux
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United snacks of America
Potato Champion
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Desserts
Love Cupcakes
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Key points

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