

**Who Wants to be the TOP Food Trucker!**

**Objective**: You are a budding chef just graduating from the Culinary Institute of America (top of the class, of course!). You decide to take everything you’ve learned and open up your own food truck. Naturally, you hire your closest friends to help you run your business. You sit down with your brain group to discuss what signature dishes you will serve at your restaurant and how to price your items…

**There are 4 parts to this project: Adhere to the Due dates.**

1. Concept Design, Recipes for Ingredients, and Menu (Due Wednesday 1-28-15)
2. Pricing and Costs for each dish (Due Thursday, 1-29-15)
3. Analyze profits (Due Friday, 1-30-15)
4. Writing Reflection (Due Monday, 2-2-15)

**Task**: **You must complete the following:**

1. Determine three dishes (appetizer, entree, and dessert) that you will serve on your truck. Research recipes to get inspired and see what ingredients you need.
2. Research the unit price of each ingredient in your dishes, and determine the **total price** for one serving.
3. Appropriately price each dish so that you can earn a 65% profit from each order.
4. Design a FANTASTIC Food Truck concept on a poster along with a menu posted on the side of the truck.

Of course you have to design your food truck, come up with an **AWESOME** name, and have the **COOLEST** names for your dishes. Do you think you’re up for the task?

**Food Truck Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| **Appetizer:** | **Ingredients:** |
| **Entree:** | **Ingredients:** |
| **Dessert:** | **Ingredients:** |

|  |  |
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| **Appetizer Calculations:****Unit Price:** **Cost Per Serving:** **Selling Price:** **Dessert Calculations:****Unit Price:** **Cost Per Serving:** **Selling Price:**  | **Entree Calculations:****Unit Price:** **Cost Per Serving:** **Selling Price:**  |

***Scenario*: Let’s say you are totally serious about this food truck business. After designing your menu, you set out to downtown Charlotte and work for a week. Let’s see what kind of profit you make.**

1. **Monday-Friday Lunch Time- Your truck sells a total of 178 appetizers.**
2. **What is your overall food cost? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
3. **What is your overall profit? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
4. **Monday-Friday Lunch Time- Your truck sells a total of 480 entrees.**
5. **What is your overall food cost? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
6. **What is your overall profit? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
7. **Monday-Friday Lunch Time- Your truck sells a total of 252 desserts.**
8. **What is your overall food cost? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
9. **What is your overall profit? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
10. **Let’s see how far your profits stretch…**
11. **What is your total food cost for the week? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
12. **What is your total profit for the week? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
13. **What is your percent of profit from your sales? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
14. **You must pay each of your two employees 20% of your profits for working this week. How much would each person receive? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
15. **After you deduct wages from your profit, you must restock your items for the weekend. This will consume about 30% of your profit. How much will it cost to restock your food supply? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
16. **Gas is $250 for the week. How much profit do you have left after deducting the gas amount? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**
17. **What is your final profit for the week after all deductions? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**