



MISSION
RESTAURANT SUPPLY



DRIVING



6 Benefits of Adding a

Food truck

to Your Restaurant



GROWTH

One of the fastest growing trends in dining out these days is food trucks.

What began as an inexpensive way for entrepreneurs to enter the restaurant industry has become an enticing option for brick-and-mortar operators to grow their business.

Read on to discover how your restaurant can benefit from adding a food truck.



The mobile food truck industry earns

\$2Billion+

in revenue per year in the United States.¹



Reach a New Audience

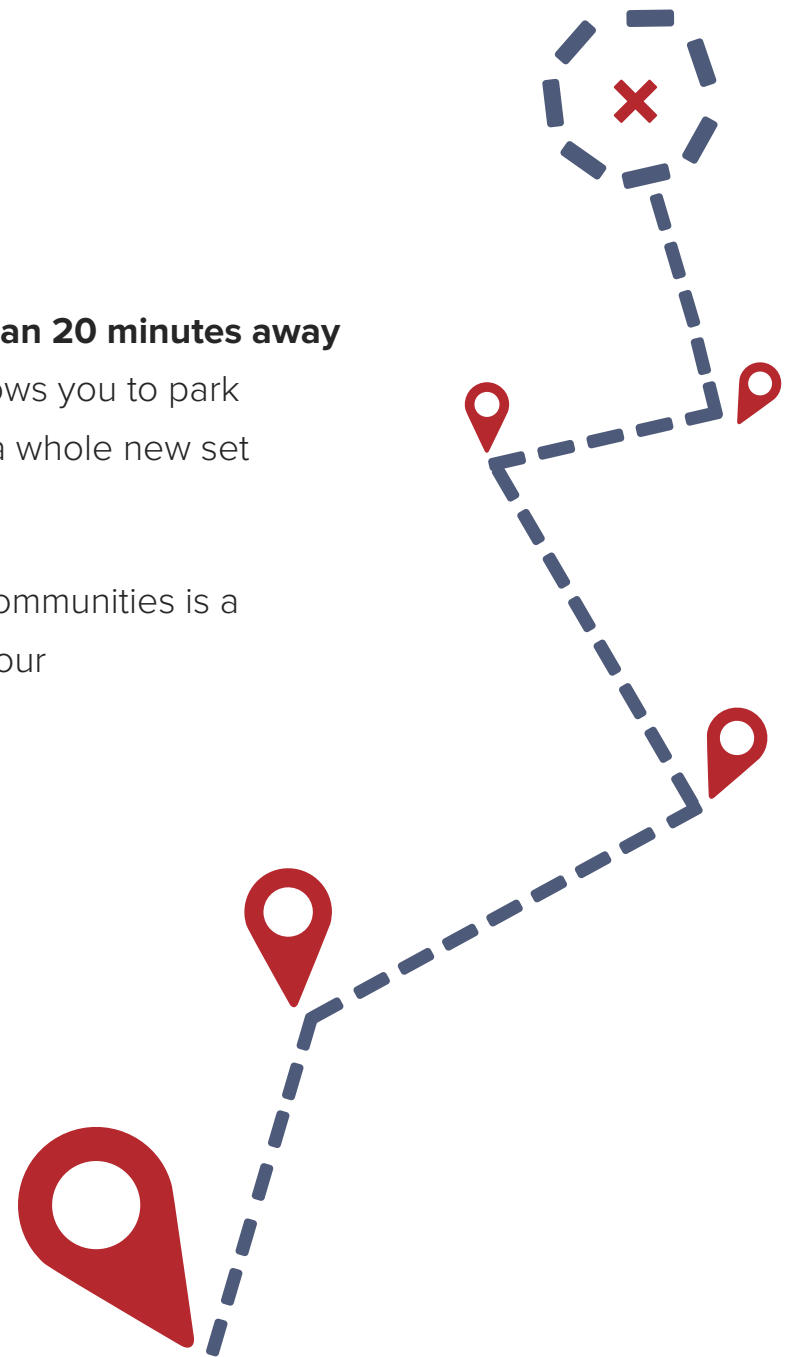
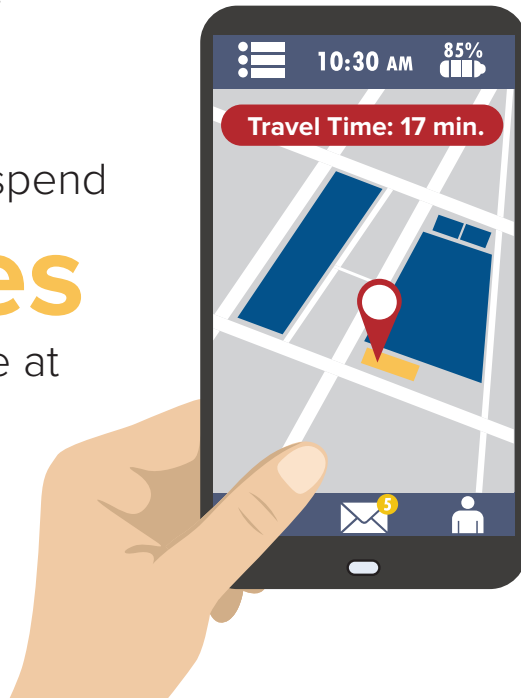
It can be **challenging to draw in customers who live more than 20 minutes away** from your brick-and-mortar location. However, a food truck allows you to park in different areas around town and expose your restaurant to a whole new set of customers.

Additionally, introducing your food to new audiences in new communities is a great way to entice them to come try the expanded menu at your brick-and-mortar location.

Customers are willing to spend

17 minutes

in the car traveling to dine at a restaurant.²



Expand Economically

Purchase and operational costs of a food truck are significantly lower than those of a brick-and-mortar restaurant. In addition, food trucks are less expensive to maintain and staff.

Thinking about opening another brick-and-mortar location? Food trucks provide an ideal opportunity to obtain market research inexpensively. Test potential locations in your target area to gauge the demand for your offerings.



Average cost to open³

\$498,888

VS



Average cost to open³

\$30,000-\$200,000

Experiment with New Offerings

Food trucks are an excellent method to test new items before adding them to the menu at your brick-and-mortar location. Why? Brick-and-mortar restaurants typically have a large menu, and collecting enough data to determine the success or failure of a new item can take time.

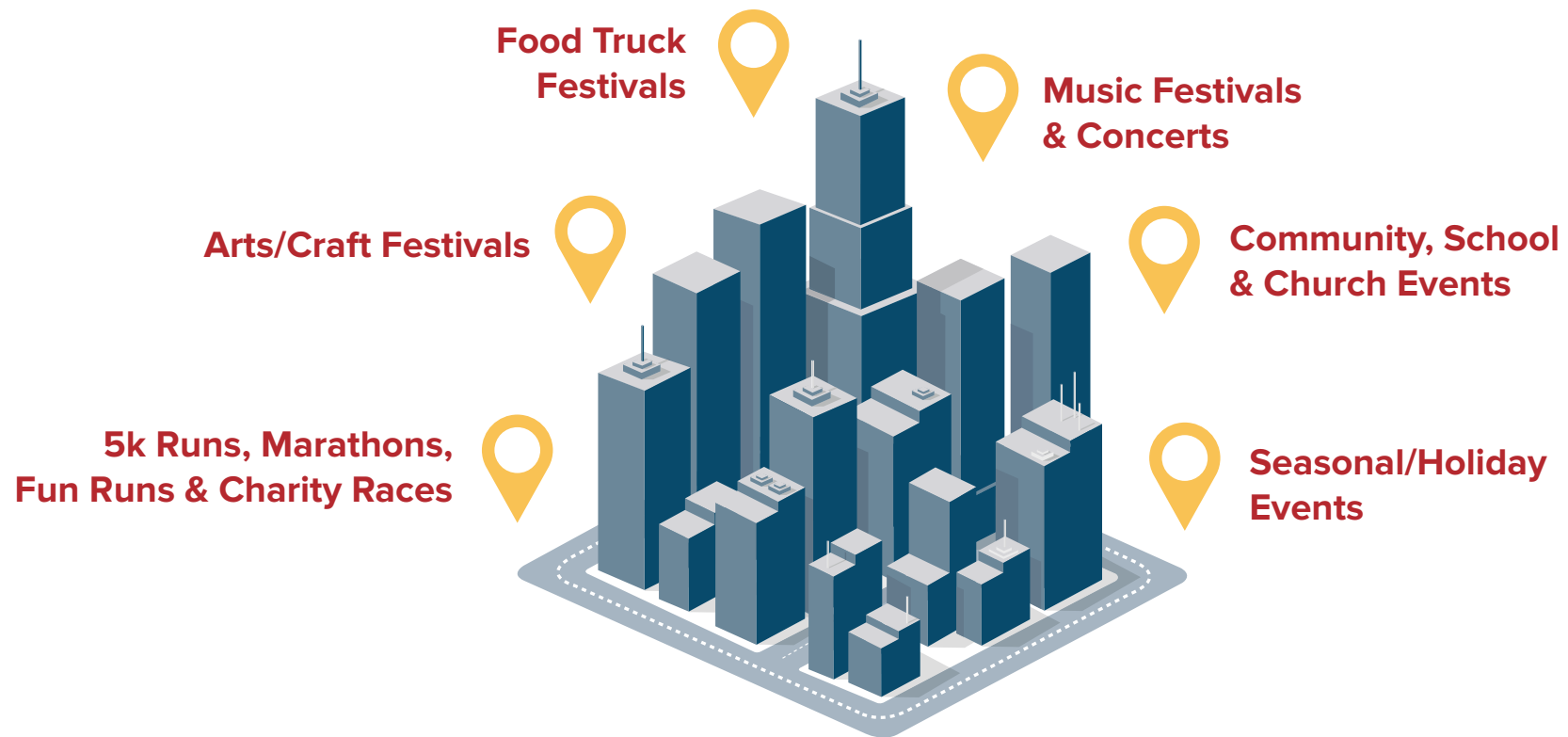
However, the smaller menu of a food truck allows chefs to experiment with new food trends or seasonal flavors and **gather instant feedback from customers on a new dish.**



Capitalize on Crowds

Attending events with a food truck is another lucrative way to increase your restaurant's profits and reach new customers. Depending on the size of the city, the number of events can range from 5 to 500 a month.

Big or small, these events allow you to bring your food to the masses without the work involved to gather them. **Here are some of the best events to look for in your city:**



Offer On-Site Catering

Adding a catering service to your truck's regular offerings is a smart way to maximize use of the truck and increase the revenue generated from it. **Since food trucks are fully equipped to cook and serve food, they can go places a traditional caterer cannot—resulting in an explosion of popularity for catered events including:**

Parties
(birthday, anniversary,
graduation, holiday, etc.)

Banquets

**Company
picnics/parties**

Corporate events

Weddings

Fundraisers

Leverage Free Advertising

Think of your food truck as a rolling billboard. Driving around town and parking it at events is free advertising for your brick-and-mortar location. Typically, food trucks are on the road 5 to 7 days a week, which equals lots of eyes seeing your brand daily.

Make the most of your mobile billboard:



Ready to Hit the Road?

The food truck industry is booming ...don't get left behind! Taking your restaurant on the road is a great way to grow your brick-and-mortar restaurant business. We hope the benefits outlined above help you see why your restaurant should consider adding a food truck.

Mission Restaurant Supply is committed to helping you stay up-to-date on the latest trends and providing you with the equipment and supplies you need to drive growth. From energy-efficient equipment to fixtures that maximize space, we have the equipment and supplies you need to hit the road. [Visit our website to learn more.](#)

In 2021, there were

24,602

active food truck businesses in the U.S.⁴



MISSION
RESTAURANT SUPPLY

About Mission Restaurant Supply

Mission Restaurant Supply is known for our dedication to extraordinary customer service, a family-like atmosphere, and strong commitment to the industry. Our team is comprised of restaurant equipment and supply experts that are focused on our customers' success. Long-term relationships and customers have helped us grow, and we're committed to continuing that personal service. From our website to our stores to our team, we aim to provide the best. Our charitable way has become a defining component of our company culture and we are honored to be able to donate 15% of our after-tax profit to charities across Texas.

How can we help you?



Store
Locations



Leasing



Design &
Layout



Custom Metal
Fabrication



Service
Department

1-800-319-0690

Learn more about
Mission Restaurant Supply
and the services we offer.

Visit Our Online Store



Sources:

¹ <https://www.foodtrucknation.us/wp-content/themes/food-truck-nation/Food-Truck-Nation-Full-Report.pdf>

² <https://www.brightlocal.com/2014/05/01/local-business-travel-times/>

³ <https://www.kabbage.com/blog/5-reasons-go-restaurant-food-truck/>

⁴ <https://www.ibisworld.com/united-states/market-research-reports/food-trucks-industry/>