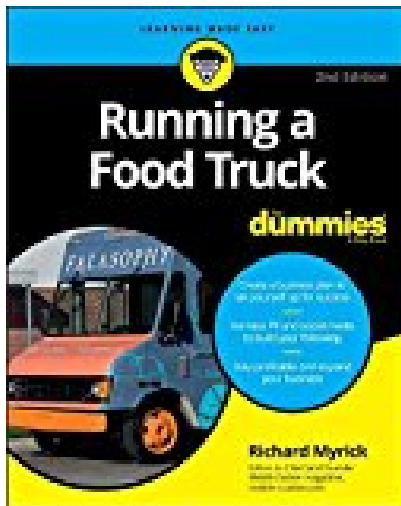


# Running a Food Truck For Dummies

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## BOOK DETAILS

- Author : Myrick
- Pages : 384 Pages
- Publisher : For Dummies
- Language : English
- ISBN : 1119286131

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## BOOK SYNOPSIS

Drive your food truck business to success While food trucks may not be the new kid on the block anymore, its a segment that continues to swell—and theres still plenty of room for growth. If you have your sights set on taking your culinary prowess on the road, *Running a Food Truck For Dummies, 2nd Edition* helps you find your food niche, follow important rules of conducting business, outfit your moving kitchen, meet safety and sanitation requirements, and so much more. Gone are the days of food trucks offering unappealing prepackaged meals, snacks, and coffee. In todays flourishing food service industry, theyre more like restaurants on wheels, offering eager curbside patrons everything from gourmet tacos and Korean BBQ to gluten-free pastries and healthy vegan fare. Whether youre the owner or operator of an existing food truck business looking to up the ante or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* has you covered. Create a food truck business plan to set yourself up for success Stay profitable by avoiding the most common operating mistakes Harness public relations and social media to build your following Grow from one truck to multiple trucks, restaurants, or a food truck franchise Packed with the latest information on legislation and ordinances, securing loans, and marketing to the all-important Millennials, this one-stop guide helps you cook up a well-done food truck venture in no time!

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