Food Truck Brainstorming Worksheet

**Background:** The layout of your food truck gives you a chance to personalize the customer experience. An example may look like a double serving window where customer payments can be taken at one window, while other customers are being given their food at another. This separates incoming customers and speeds up employee efficiency.

Name of the food truck business?

What type of food will you sell?

What type of images, & designs will represent your brand?

What type of colors will represent your brand?

What will your company logo look like?

What is on your menu?

* Main Item (Specialty) – 4 items
* Sides – minimum 2
* Lighter Item – minimum 2
* Drink choices – minimum 4
* Child’s item – at least 1
* Desserts – minimum 2
* Contact information – how will people contact you if they want to book your truck?

Will your menu have photos? If yes of what items?

What type of windows do you have to serve customers?