

Learning Aid: Food Truck Design Kit

Recommended Lesson: *Lesson 3: Menu Development*

Required Materials:

- *Understanding the Basics of Menu Design* worksheet
- *Truck Design* worksheet
- *Menu Development* slide presentation (printed out)
- *Menu Ideas* worksheet
- Food Truck Design Kit

Steps:

FOCUS:

1. Read over the *Menu Development* slide presentation, taking notes on things you find interesting as well as important considerations for developing your own food truck menu.
2. Choose a fun and interesting name for your food truck.

LEARN:

1. Read over the *Understanding the Basics of Menu Design* worksheet. Answer the questions on it.
2. Using the *Truck Design* worksheet, design the exterior of your food truck. Make sure to incorporate the name that you chose for your food truck business on the side of the truck.
3. Now that you have named your food truck business and designed the exterior of your food truck, you need to plan your menu. Using what you learned in the *Basics of Menu Design*, complete the *Menu Ideas* worksheet. Identify six menu items and your signature dish. Make sure that the menu items are consistent with the name of the food truck. They should all work together for consistent branding.

REVIEW:

1. Use the Food Truck Design Kit to design the interior space of your food truck.
2. You should have a dry erase marker, microfiber cloth, design board, and set of scaled food truck tiles.

Note: ½" on the planning board = 1'

3. The markers can be used to add details to the food truck, especially items for which there are no scaled tiles.