

Food Truck Expo Display Checklist

One per group. Students use this to prepare their Expo display in Activity 6.

- ☐ Food truck name and logo (clear name, shows what you sell, readable from 10 feet)
- ☐ Menu concept: 3-4 items with selling prices
- ☐ At least 2 class survey data points supporting your menu choices
- ☐ Profit per item calculated for each menu item
- ☐ Estimated daily profit
- ☐ Brief description of your target customer
- ☐ We are ready to explain our choices and answer visitor questions