



**FOOD FLEET**

*Some ideas fly. Ours Roll.*

*Levy*

# WHAT WE DO

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## A HYPERLOCAL DIVERSITY FOCUSED FOOD INITIATIVE

- LOCAL RESTAURANTS, FOOD TRUCKS AND CHEF HEROES
- WE PARTNER WITH THE BEST LOCAL FOOD PRODUCERS IN YOUR COMMUNITY TO CURATE A FRESH EXCITING CONCEPT.
- SUPPORTING SMALL, LOCAL, VETERAN, BIPOC AND WOMEN- OWNED BUSINESSES.
- FOCUS ON GLOBAL STREET FOOD CREATED BY THOSE WHO KNOW IT BEST.



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# WHO WE ARE

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## JEFF MORA

*Founder*

Our founder, Jeffrey Mora has 35 years of experience in the hospitality business broadly ranging from Michelin star restaurants and hotels to international restaurant development, airport concessions and catering to the feeding and nutritional needs of professional sports teams. The last 7 years he has dedicated his time to mobile food service solutions and build design.



## MARK ADAIR

*Chief Operating Officer*

Mark Adair is our newest member with more than 40 years of experience in the hospitality business focused largely on building brands by creating strong financial and operational platforms with high guest satisfaction and retention. Mark has developed and led the growth plans for brands like Doubletree Hotels, Fleming's Steakhouse, Bonefish Grill and Hopdoddy Burger Bar. His expertise lies in financial management, product development and building guest loyalty.



## CARLY JACOBSON -WIEBE

*Vice President of Operations*

Carly Jacobson, B.A in Communications, has over 14 years in the food and beverage industry. Carly has helped grow the company from it's roots to what is a now a national company. She has lead, coached and motivated the operational team to succeed in their work and aid in profitability. Her strong customer service and relationship building skills with clients as well as vendors have helped grow the company by creating strong bonds and lasting partnerships.



## CLAUDIA SANCHEZ

*Content Curator*

is a food media professional and industry leader with 15+ years of experience publishing food magazines, food-related content, creating multi-cultural culinary programming and events. Her food and travel writing has taken her across the world and her Colombian background enriches her experiences. She is known for her collaborative spirit, creativity, attention to detail, and championing local food communities.



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# WHY WE DO IT

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## TO SUPPLY A TURN KEY CUSTOMIZABLE SOLUTION FOR OUR CLIENTS

- LOCALLY SOURCED FOOD IS FRESHER, BETTER FOR THE CLIMATE, AND HEALTHIER.
- EMPOWERING COMMUNITIES WITH ECONOMIC OPPORTUNITIES, TRANSFORMING NEIGHBORHOODS, AND CREATING THRIVING AND SUSTAINABLE SOLUTIONS.
- BIPOC BUSINESSES CELEBRATE UNIQUE CULTURES AND BRING THE MOST KNOWLEDGE OF AUTHENTIC MULTI-CULTURAL FOODS

**"BY DESIGN, FOOD FLEET'S MOBILE PARTNERS AND EVENT MANAGEMENT ARE COLLECTIVELY FOCUSED ON CREATING AND SUPPORTING THE GROWTH OF PEOPLE AND PROFITS FOR OUR COMMUNITY AND PARTNERS"**

- JEFF MORA  
FOUNDER



# HOW WE DO IT

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## BUY LOCAL TO SUPPORT THE SMALL PRODUCERS

- FOOD FLEET PARTNERS WITH LOCAL FARMS AND FARMERS TO ASSIST OUR RESTAURANT PARTNERS AND VENDORS IN PURCHASING THE PRODUCTS AND INGREDIENTS THEY MAY NEED. FURTHER SUPPORTING THE LOCAL ECONOMY AND SMALL BUSINESS.
- ALL THE FOOD VENDORS WE WORK WITH ARE SMALL BUSINESSES AND MOST ARE MINORITY- AND WOMAN- OWNED. THEY ARE MORE THAN PARTNERS TO US, OVER THE YEARS THEY BECOME PART OF OUR FAMILY.
- WE HAVE EVEN SET UP A VIRTUAL FARMERS MARKETS FOR BUSINESSES AND NEIGHBORHOODS. ACCESS TO FRESH FOOD HAS NEVER BEEN EASIER. WHO WANTS TO STOP ON THE WAY HOME FOR FRESH PRODUCE WHEN YOU CAN GET IT DELIVERED RIGHT TO YOUR OFFICE!



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# WHERE WE DO IT

Melissa- West of the Mississippi

Willy: East of the Mississippi

Managers:

North West- Rose

West- Mary/Rose

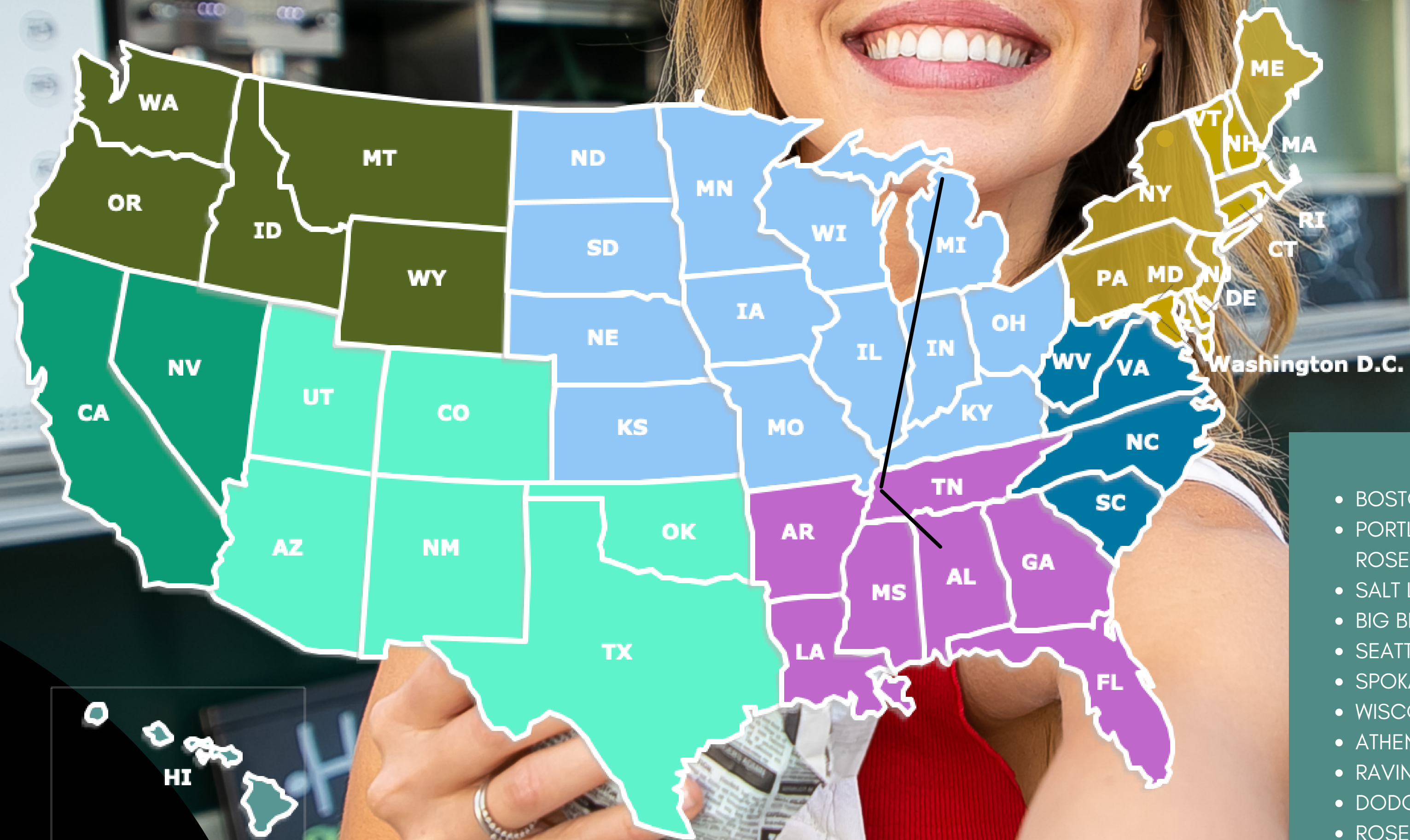
South West- Mary

Mid West- Theresa

South East- Theresa/Jamie

Mid- Atlantic- Jamie

North East- Jamie



## CURRENT LEVY LOCATIONS

- BOSTON CONVENTION CENTER
- PORTLAND OR MODA CENTER, CONVENTION, ROSE QUARTER, ETC
- SALT LAKE CITY, UT
- BIG BEAR, CA
- SEATTLE—SEAHAWKS
- SPOKANE, WA CONVENTION
- WISCONSIN CONVENTION
- ATHENS GA CONVENTION
- RAVINIA FESTIVAL IN CHICAGO IL
- DODGER STADIUM, CA
- ROSEBOWL, CA
- STAPLES CENTER (CRYPTO.COM), CA
- NASCAR IN: RICHMOND VA, ATLANTA GA, CHARLOTTE MOTOR SPEED WAY, FONTANA CA, TALLADEGA AL, DAYTONA FL, INDIANAPOLIS IN,



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# THE PROCESS



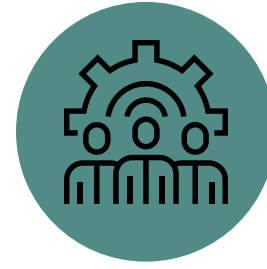
## INITIAL CONTACT

- THE LEVY SALES REPRESENTATIVE (OR WHOEVER IS COORDINATING WITH THE CLIENT) WILL REACH OUT TO FOOD FLEET



## SALES PROCESS

- LEVY + FOOD FLEET REPRESENTATIVE WILL WORK THROUGH THE SALES PROCESS, INCLUDING COSTS, CLIENT EXPECTATIONS, ETC.



## OPERATIONS HAND OFF

- ONCE EVENT IS BOOKED + CONFIRMED WITH LEVY + FOOD FLEET, SALES PASSES THE EVENT OVER TO THEIR OPERATIONS TEAM



## ON-SITE SUPPORT

- FOOD FLEET WORKS THROUGH OPERATIONAL NEEDS, POWER, LOAD IN + OUT SCHEDULES. FOOD FLEET OFFERS ON-SITE SUPPORT AS NEEDED.



## RECONCILIATION

- FOOD FLEET COORDINATES WITH LOCATION OR REGIONAL FINANCE ON BILLING, COMMISSION PAYOUTS, ETC.



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# HOW WE WORK TOGETHER

## CATERING

WITH THOUSANDS OF VENDORS IN THE FOOD FLEET WORLDWIDE NETWORK, WE CAN HELP YOU BRING ANY TYPE OF EVENT IN ANY LOCATION TO LIFE. WE WILL WORK TO DESIGN THE MOST IMPACTFUL OUTCOME CATERING TO YOUR NEEDS, SPACE, TIMING AND BUDGET.

- **TURNKEY APPROACH**

- PUTS THE LOGISTICS AND MANAGEMENT IN OUR HANDS, SO YOU CAN HAVE THE FOOD IN YOURS. WE WORK WITHIN YOUR BUDGET TO GIVE YOU THE ALL IN PRICE. LEVY GOES BACK TO THE CLIENT AND ADDS ON TOP.



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# LEVY CASE STUDIES

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## CATERING



GRAMMYS - COTTON CANDY MARIE ANTIONETTE HEADS



LA AUTO SHOW - ROASTED ALLIGATOR



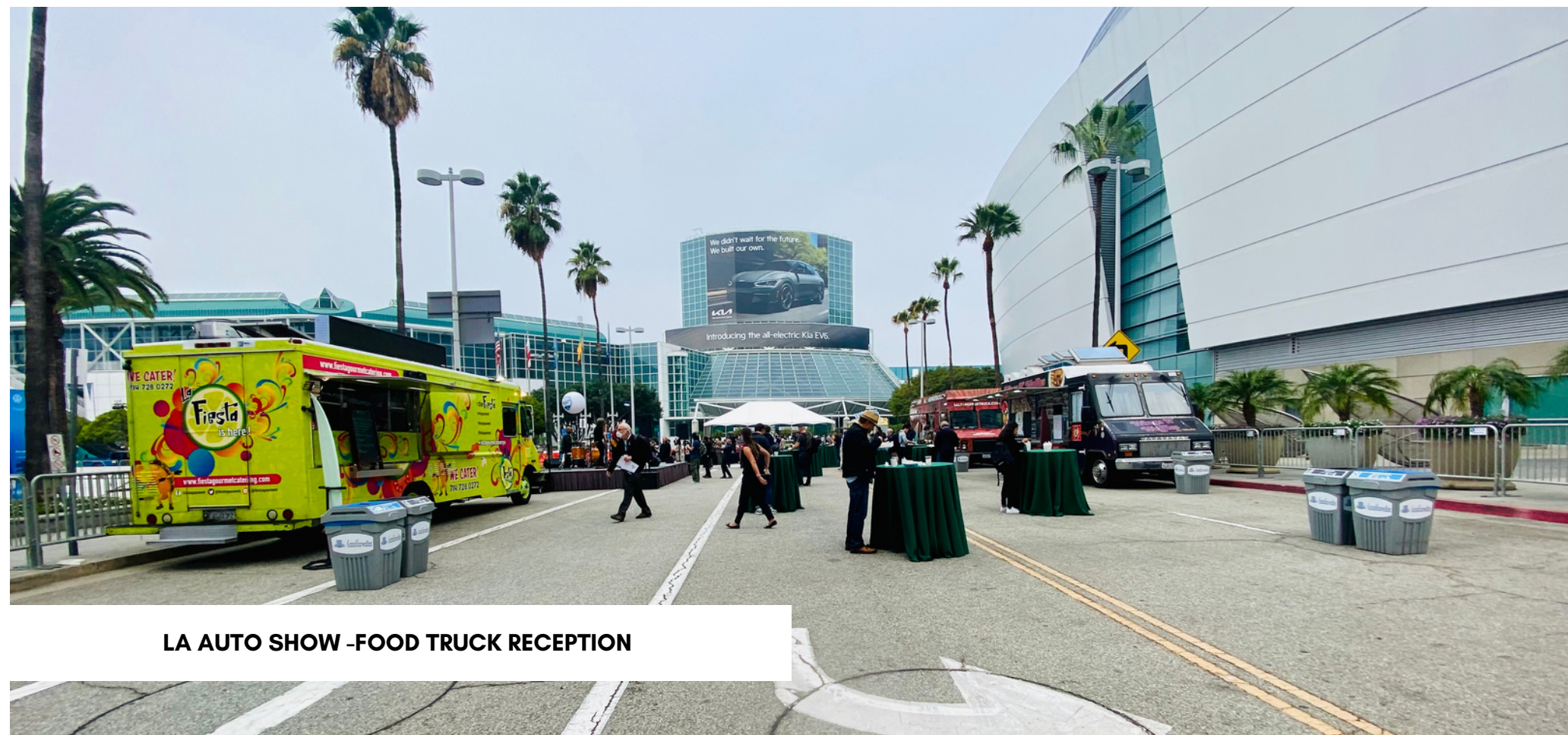
## SHOW STOPPERS - IN BOOTH EXPERIENCES



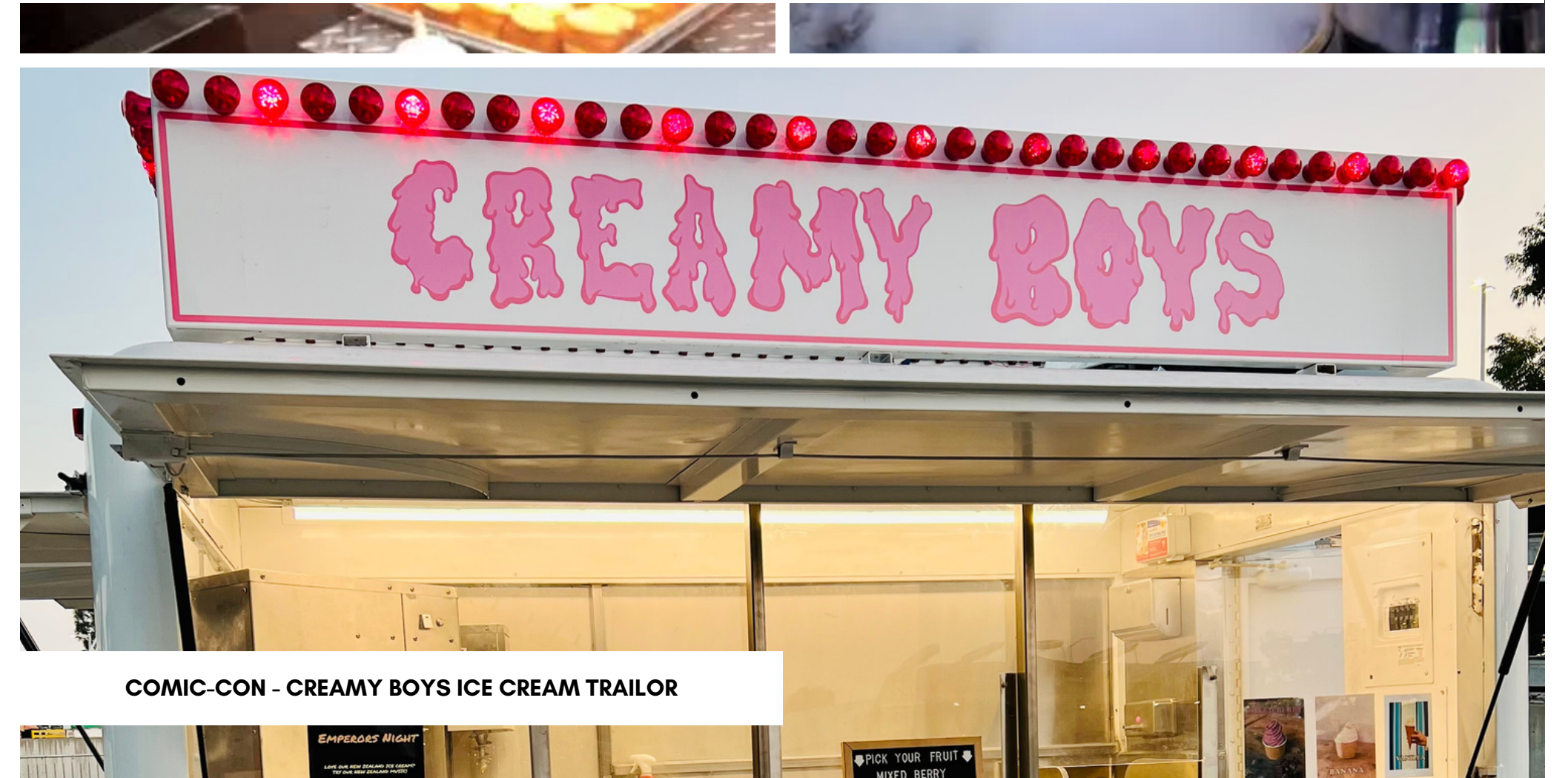
ADOBE MAX - GASTRO GARAGE



KUBE CON - SUPER COOL CREAMERY



LA AUTO SHOW - FOOD TRUCK RECEPTION



COMIC-CON - CREAMY BOYS ICE CREAM TRAILOR

# HOW WE WORK TOGETHER

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## GHOST KITCHENS

*WE UNDERSTAND FOOD SERVICE AND THE NEED TO KEEP OFFICES, UNIVERSITIES AND EMPLOYEES FED. FOOD FLEET CAN ASSIST YOU ON CREATING TEMPORARY OR LONG TERM POP UP FOOD SERVICE SOLUTIONS TO ASSURE YOU KEEP YOUR BUSINESS RUNNING LIKE CLOCKWORK*

- **ANYTIME + ANYWHERE**

- THE BEAUTY OF OUR VENDORS IS THEY ARE USED TO BEING ON THE GO AND CAN SET UP IN A GHOST KITCHEN, POP-UP TENT, FOOD COURTS OR AS A FOOD TRUCK OR TRAILER!

- **ROTATING MENUS + CONCEPT**

- GHOST KITCHEN WILL ALLOW FOR CONSISTENTLY NEW AND FRESH FOOD CONCEPTS TO ROTATE THROUGH AND PROVIDE AMAZING VARIETY. FOOD COURTS BRING COMMUNITIES TOGETHER TO CELEBRATE DIFFERENT CULTURES THROUGH FOOD



# LEVY CASE STUDIES

"Levy partnered closely with us to deliver a creative F&B experience that mirrored the creative influences of the show and their culture while also showcasing the diverse food and beverage options that are kin to the City of Los Angeles – and truly offered a Taste of LA."

Whitney Moeller, Event Producer George P. Johnson.

## ADOBE MAX

### 3 DAY EVENT WITH BREAKFAST AND LUNCH SERVICE FOR UP TO 15,000

#### GUESTS:

20 DIFFERENT MENU ITEMS OFFERED IN NON-TRADITIONAL HOT GRAB-AND-GO EXPERIENCE SERVICED THROUGH STATIONS AROUND THE ROOM, WITH 60 POINTS OF SERVICE OFFERED TO SERVICE THE GUESTS AND ENSURE NO WAIT TO BE HAD.

WITH DIRECTIONAL SIGNAGE FROM FLOOR CLINGS, TO 8FT SIGNS AND HANGING SIGNS FROM THE HANG POINTS – THE VARIETY OFFERED, THE FLOW OFFERED, CREATED AND SEAMLESS EXPERIENCE FOR THE GUESTS.

- THE FLOW OF SPACE AND COLOR CODING STREAMLINED FOR THE GUESTS TO NAVIGATE THROUGH THE SPACE.
- LEVY WORKED WITH FOOD FLEET TO BRING IN 8 LOCAL VENDORS TO OFFER AN OPPORTUNITY TO TASTE LOS ANGELES WITHOUT LEAVING THE CONVENTION CENTER.
  - FOOD FLEET WORKED WITH OUR ONSITE CULINARY TEAM ON MENU DEVELOPMENT, CLIENT PERCEIVED VALUE AND SEAMLESS EXECUTION.
    - WHILE THE CLIENT KNEW LEVY WAS WORKING ALONGSIDE A LOCAL CULINARY PARTNER, LEVY HANDLED ALL LOGISTICS FOR A SEAMLESS CLIENT PERCEPTION.
- LEVY WAS ABLE TO PRODUCE A HIGHER RETURN ON THIS EVENT TO THE PARTNER DUE TO THE ABILITY TO SAVE ON LABOR COSTS, SUPPLEMENTAL KITCHEN RENTALS, AND ADDITIONAL MANAGEMENT SUPPORT.



# HOW WE WORK TOGETHER

## CASH + CARRY

- **FOR LARGE EVENTS**

- PROVIDES ADDITIONAL RESOURCES TO HELP OFFSET IN-HOUSE CONCESSION OPERATIONS SO LEVY CAN FOCUS ON WHAT THEY DO BEST.

- **FOR SMALLER EVENTS**

- PROVIDES SUPPORT FOR SMALLER EVENTS THAT WOULD BE MORE COST EFFECTIVE TO OUTSOURCE AND COLLECT PROFITS.

- **FOR UNIQUE EVENTS**

- PROVIDES SPECIALTY CONCEPTS FOR UNIQUE EVENTS THAT REQUIRE TAILORED SOLUTIONS OUTSIDE OF LEVY'S STANDARD SCOPE



Annual Meeting and EXPO  
#ASLA2017  
Common Ground

To donate to the ASLA/ACE Mentor Legacy Project, please stop by the EXPO Sales Office for donation labels. All Materials intended for donation must be a la

Thank you



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# LEVY CASE STUDIES

## ANIME

### 4 DAY EVENT ANNUAL - FEEDING 100,000 HUNGRY ANIME FANS

- 20 UNIQUE - JAPANESE THEME VENDORS FOR FANS TO PURCHASE.
  - PRIOR TO WORKING WITH FOOD FLEET - LEVY PROVIDED THE HANDFUL OF SUBCONTRACTORS THEY WERE ALREADY WORKING WITH, AND ADDED 5 ADDITIONAL TRUCKS.
  - WORKING WITH THE TRUCKS + VENDORS ON STREAMLINED MENU DEVELOPMENT, PROPER STAFFING LEVELS, + VENDOR PLACEMENT - FOOD FLEET DIDN'T JUST PROVIDE THE ADDITIONAL FOOD SOLUTIONS, THEY ENSURED THEY WERE THE RIGHT ONES.



EXAMPLE REVENUE INCREASE  
ANIME EXPO AT THE LACC

ANIME TRUCK/SUB SALES BEFORE FOOD FLEET

Truck/Sub Sales	
2016:	\$293,803.24

SALES WITH FOOD FLEET

Truck/Sub Sales	
2017	\$448,782.73
2018	\$533,612.09
2019	\$570,606.12





## YOU DICTATE THE TERMS

- FOOD FLEETS PRICING MODELS WORK FOR EVERY SEGMENT OF THE MARKET. WE UNDERSTAND THE CLIENT NEEDS ON AN INDIVIDUAL ACCOUNT BASIS. OUR CLIENTS OPERATE ON MANY DIFFERENT PLATFORMS FROM P&L BASED TO FULL OR PARTICLE SUBSIDIES.
- KNOWING THIS WE CAN CUSTOMIZE A PROGRAM THAT FITS THEIR NEEDS. WE FIND THE SOLUTIONS THAT ARE BEST FOR OUR CLIENTS FROM PERCENTAGE- BASED COMMISSIONS TO MANAGEMENT FEES AND CATERING MARK UP PLANS.



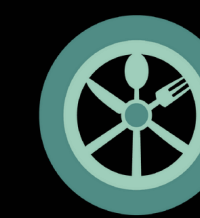
## PARTNERSHIP

- WE HAVE BROUGHT IN LOCAL, BIPOC VENDORS AS THE LARGER VENUE PLATFORM ALLOWS FOR SUPPORT OF THESE SMALL BUSINESSES. •OUR CLIENTS HAVE SAVED A TON ON LABOR AND TIME BY USING US AS THEIR CREATIVE FOOD MIND, ASSISTING WITH ANY AND ALL IDEAS THAT COME OUR WAY.
- IF FOOD TRUCKS ARE NOT ALLOWED, WE HAVE HELPED OUR VENDOR PARTNERS CREATE FOOD STANDS THAT CAN EASILY BE PLACED INSIDE ANY OPERATION, WITH A CENTRAL KITCHEN OR TRUCK LOCATED OUTSIDE FOR SUPPORT.
- WE HAVE ACCESS TO ALL TYPES OF CUISINES WHICH BRINGS IN AN AUTHENTIC VARIETY TO THE ALREADY EXISTING OPERATIONS.
- GUEST SATISFACTION HAS BEEN INCREASED WITH ATTENDEES KNOWING THEY ARE GETTING TO TASTE THE LOCAL FARE.



## DRIVE PROFITS

- OUR MISSION IS TO SUPPLEMENT YOUR FOOD + BEVERAGE PROGRAM TO DRIVE REVENUE AND PROFITS AT YOUR LOCATIONS BY PROVIDING UNIQUE AND LOCAL FOOD SOLUTIONS THAT FIT INTO ANY EVENT.



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# THE FUTURE

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- **EXPANDING OUR LEVY FOOTPRINT TO MORE CITIES, STATES AND DIVISIONS**
- **BRING COST CENTRIC CONCEPTS TO THE FOREFRONT THAT HELP SUPPORT THE LOCAL COMMUNITIES.**
- **TO CONTINUE TO WORKING ALONGSIDE THE LOCATION BUSINESS LEADERS TO CREATE SOLUTIONS AT THIER LOCATIONS.**



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future



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