

FOOD FLEET

CURATING LOCAL AND ARTISAN MOBILE SOLUTIONS
ACROSS THE NATION



FOOD FLEET
Some ideas fly. Ours Roll.

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I. MISSION STATEMENT



Food Fleet's mission is to provide unique local cuisine options for its clients whether it be truck, pop up or kiosk. Food Fleet is rooted in the hospitality business and we strive to provide that to every customer and client. Our goal is to supply turnkey customizable solutions for every sector of the industry.

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II. ABOUT US



Food Fleet is a one stop shop for all mobile Food and Beverage needs!

We have spent the last 8 years working across all sectors including B&I, military bases, large-scale events, healthcare and university to be able to optimize any client's needs.

While there are other companies that offer some of the services we provide, none of them have the breadth of food service and hospitality experience that Food Fleet brings. Food Fleet consistently delivers on the key needs of our clients today and we believe in continuous improvement for our clients needs tomorrow.

We are the functional experts on food safety, transaction times, customer service, onsite management and program development. Food Fleet's proprietary 50+ point vetting system, 10mil, 11mil GL and workmans comp umberall coverage, technology and financial platforms paired with our relationships and reputation of doing "whatever it takes" are the keys to our success.



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III. FOOD FLEET STRENGTHS: What sets us apart?

Large Venue/Large Event Management - Food Fleet has proven capabilities in organizing and managing large venues (Convention Centers and Arenas) as well as large public events like NASCAR, Anime Expo, PGA and MLB.



Corporate Mobile Solutions- Food Fleet has the expertise to provide mobile food solutions for your employees whether it's a small campus that cannot support its own facilities or large campuses that want to upgrade its current food service program(s).

Universities, Colleges and Military Bases - Food Fleet is the expert in creating customized mobile solutions for Universities, Colleges and Military bases while navigating the sometimes-daunting government regulations such as PrevMed and VetMed.



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Financial and Technology Solutions- Food Fleet has developed its proprietary IT platform which efficiently streamlines scheduling and management functions, improves transaction times, enhances data flow and is highly adaptive to communicate with many back-office programs. Food Fleet also works with both our clients and our vendor partners to deliver on guest satisfaction while optimizing revenue streams and profitability creating win-win opportunities every day.



Domestic Market Coverage with Global Reach - Food Fleet has nurtured long standing relationships with vendors in major mobile food markets across the country, has the network strength to develop new markets in 30 days and has global reach across the Americas, Asia and Europe.

Design and Build Capabilities- Food Fleet is on the leading edge of mobile food service design and build including all electric food trucks, kiosks and container kitchens.



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IV. DESCRIPTION OF BUISNESS

Food Fleet Services

1. Catering: Prepaid Events

2. Cash and Carry (concession style events).

- a. Small property plan: Universities, Hospitals, Corporate offices etc.
- b. Larger event management: convention centers, stadiums, concert venues, etc.

3. Scheduling and Routing (ongoing schedules).

- a. Trucks or pop-up vendors are scheduled daily, weekly, or monthly according to the clients needs.
- b. Schedules will be created to fit the account, keeping in mind things like: type of cuisine that fits the location, variety of types of cuisine, price point, reliability etc.

Segments: Hospitals, B&I, Housing Communities, Weddings, Schools/Colleges, Government/Military, Convention Centers, Festivals.

Creative Programs that increase satisfaction ratings without Cannibalizing existing sales.



ALREADY A \$2.5 BILLION INDUSTRY AND GROWING!



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Pricing

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 partial 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.

Food Fleet offers three types of fee structures.

1. Commission based

Food Fleet takes a commission of net sales from the truck based on the location and the clients needs. We either keep all the commission or share the commission with the client based on the type of service required.

2. Management Fee

Food Fleet charges a monthly management fee based on the amount of vendors provided each month. Based on the service model Food Fleet shares with the clients a percentage of the commissions taken.

3. Catering

Food Fleet plans catering events based on the clients budget and collects fees based on the services and types of events.



Market Coverage and Capabilities

Food Fleet has a network of trucks, operates nationwide and can set up a new market within 30 days.

Design and Manufacturing

Food Fleet has a design and build division currently building modular food units, food trucks, carts, kiosks and developing the newest generation of fully electric vehicles, we feel this division has huge potential growth for our clients. Food Fleets expertise is second to none in the industry.



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Adding new cities and fleet members every day.

Food Fleet works with all kinds of vendors in cities across the country. Tell us what you're looking for and we will create it!



Locations

Food Fleets current and expansion markets are: Los Angeles County, Orange County, San Diego County, Oakland, San Jose, San Francisco, Portland, Seattle, Spokane, Las Vegas, Reno, Phoenix, Salt lake, Billings, OKC, Austin, Houston, Dallas, El Paso, Ft Worth, San Antonio , New Orleans, Atlanta, Charleston, Charlotte, Jacksonville Orlando, Miami, Tallahassee, Tampa, Chicago, Indianapolis, Detroit, Cleveland, Cincinnati, Minneapolis, Philadelphia, Pittsburg, NYC, Boston, St Louis, Washington DC and more.



Articles and Accolades

<https://www.starterstory.com/stories/how-i-took-food-trucks-corporate-and-built-a-18m-business>

<https://ideamensch.com/jeffrey-mora/>

<http://www.jeffpearlman.com/jeffrey-mora/>

<https://mp.weixin.qq.com/s/As0q1b4WjEEYfZawFUo9EQ>



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Management Team Profile



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 dedicating his time to mobile food service solutions and build design.



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.



VPO, 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.

All of Food Fleet's team members are experienced industry professionals who are completely immersed in the hospitality business. We have team members that are fluent in English, Spanish and French, conversational in German, Portuguese and Dutch.



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