

The Food Truck serves up lunches curbside

By Nancy Varekamp
CNews Editor

Lorenzo Daliana feels like the Pied Piper when people greet his food truck on his drives through northeast and north Portland five days a week.

“The response has been tremendously
“People come out of their homes wearing headsets, PJs and – while it was still warm – were barefoot. Kids too. It’s a family thing. It’s very exciting.”

– Lorenzo Daliana

successful,” he reported about applying traditional ice cream truck strategy to serve lunches. The route varies daily, and customers hail him curbside to order when they hear the music that announces



Nancy Varekamp is semiretired from her career in journalism, public relations and – her favorite work engagement – writing and editing targeted newsletters.

his approach.

Unlike the Good Humor trucks’ “Turkey in the Straw,” The Food Truck plays the tunes of Big Bad Trumpet Player Kormac. Lorenzo chose it for the New-Orleans-like, happy, toe-tapping style.

He’s been part of the Portland food scene for 30-plus years. You may recall his restaurant, Lorenzo’s on north Mississippi Avenue. His resume names restaurants he cooked at previous to his own, like Zefiro and Higgins, and more recently as chef de cuisine at Nike World Headquarters.

In the early days of the pandemic, Lorenzo noticed food carts thriving. “But I didn’t want to be parked in a pod and paying rent. Instead of waiting for someone to come to me, I go to them.”

His maiden voyage was Sept. 21. Customers picked up on The Food Truck concept immediately. They work from home, quarantine with their children and/or don’t want to cook but aren’t inclined leave home to pick up lunch.

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“I’m one of the people who is doing what they’re supposed to do,” Lorenzo pointed out. “Food is one of the most intimate things you offer someone.”

During his childhood, Lorenzo’s parents divided their time between Manhattan and Italy. Others may have taken the opportunity to visit churches, but his focus was on food.

“Moving salesmen’ is a cultural thing, from the pretzel and hot dog guys in New York to the guy going down the beach in Italy with warm, just-made sugar doughnuts.”

The Food Truck menus have morphed during the past four months. City ordinance limits his parking time to 10



Lorenzo Daliana was looking for a new challenge in his 30-plus career in the food industry when the pandemic struck. His cooking skills, creativity and a retired postal truck resulted in The Food Truck, which delivers lunches curbside five days a week. Photo courtesy of The Food Truck

minutes, so originally Lorenzo prepared all the food in the morning and wrapped it for sales.

Now a veggie sandwich, pork sandwich and salad continue to comprise the pre-made menu. And as many as four hot items are completed curbside, from chili

dogs to New York strip sandwiches.

To speed the process, all payments are digital. Also high-tech is the availability of routes, menus and a Google Maps app to track the truck at TheFoodTruckPDX.com.

Letters to the editor

To the Editor:

The “Signs of Concordia” news story in the December Concordia News drew my attention. I am not opposed to lawn signs per se. I planted a campaign sign encouraging renewal of the school bonds and another sign in support of Biden/Harris.

On Nov. 4, they came down. I was looking forward to uncluttered front yards again.

Thus, I was dismayed to see so many signs for various causes remaining. I am bothered by our neighborhood becoming a one-voice-soap-box.

I should think an effective desire for a more just society would be better served by sitting inside one’s home and writing a generous check to the ACLU, Southern Poverty Law Center, Urban League or the NAACP. They each employ lawyers and engage volunteers to investigate and defend civil rights issues.

It would be interesting to get feedback from other neighbors on this issue.

– Jane Maynard

To the Editor:

On Jan. 6, we and the world saw white men storm the People’s House in Washington, D.C., with weapons. If these had been BIPOC folk, they would have been killed, maimed or seriously injured on the spot.

It was a blatant display of white supremacy, arrogance and white fear. White people out of control are dangerous because they know there are no actual consequences for them because they are white. Period.

White supremacy must be dismantled and stopped. White supremacy is killing us. It is killing our nation and democracy.

I do not have any tips or clues on how to dismantle white supremacy. Only white people can accomplish this. What I do know is that it takes a change in perception and attitude, plus a healthy dose of commitment that can be modeled to others.

Maybe resisting fear is a starting point.

– Karen Wells

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