



DONE BY: Maryam Sohaib, Dana Al Fadhala,
Shereen Mahmood, Maha Al Zayne, Shereen Al
Khalifa, Dana Alamiri, Noor Jamali

Hunger Games' Food Truck Theme & Logo: (Dana Al Fadhala)



AUTHENTIC COUSINE



HUNGER GAMES

SINCE 2000

APPETIZERS

"BU-FILL ME UP"

BD 1.300

Baked spiral seasoned potatoes, topped with a crumble of cheese and cilantro finished off with Buffalo sauce on a stick.

CHICKEN WINGS

BD 1.500

Bone-in or boneless, choice between Dynamite sauce, Honey Mustard or BBQ, with a side of ranch.

TABBOULEH

BD 1.200

A healthy vegan Mediterranean appetizer made with bulgur, parsley, mint and chopped vegetables.



Monthly Burrito special "Go crazy": A mixture of perfectly seasoned cooked turkey, rice, red pepper, mushrooms, onion, and black beans topped with tomatoes, sour cream, and cheese wrapped in a burrito. BD 2.700

TACOS

"HOLY GUACAMOLE"

BD 2.575

Spicy Shrimp Taco (Spicy shrimp led with red onion, avocado salsa topped with cheese & Sour Cream finishing off with Cilantro Sauce, a favored recipe!)

BIRRIA TACOS

BD 2.500

Lamb Taco filled with melty Oaxacan cheese, cilantro, lime, and white onion. And a small bowl of consommé is served on the side for dipping.

"DON'T 'CHICKEN' OUT"

BD 2.575

Placed in big tortillas with your choice of meat, rice, and beans. No sour cream, no veggies, just the meat, beans and rice.

SHAWARMA WRAP

BD 1.757

(Chicken or beef) Garlic sauce drizzled on lettuce, pickles, turnups, fries and tahini in a tortilla wrap.

SHAWARMA NACHOS

BOWL. BD 2.500

Fries, tomato, chicken, corn, jalapenos drizzled with ranch and topped with parsley and tortilla chips.

PICK IT OUT

BD 1.800

Choose between(beef or chicken) add 5 ingredients from (Cheese, fries, lettuce, tomato, pickles, jalapeno, corn, parsley and roasted red peppers.) top it with as many sauces (Ranch, tahini, lemon juice and garlic sauce)

SHAWARMAS

DESSERT

"BLACK PANTHER": BD 3.500

Charcoal cone filled with Charcoal soft serve ice cream topped with hazelnut, and Oreos and a touch of fudge.

"MIDNIGHT BLUE" BD 3.500

Soft serve light blue cotton candy ice cream in a charcoal cone topped with touches of caramel popcorn. Run, hide, or this flavor will catch you off guard.

BROWNIE MELT BD 2.570

Creamy dark chocolate covered brownie topped with hazelnut and more chocolate. (Break the chocolate layer to get to the creamy vanilla ice cream!)



DRINKS

MOJITOS

STRAWBERRY MOJITO BD 3.000

Mint syrup, Strawberries, Mint leaves, Lime, Crushed Ice and 7-up.

BLUEBERRY MOJITO BD 3.000

Blue Lagoon syrup, sprite, lime juice and red bull.

CHERRY LIME MOJITO 3.450

Lime juice, mint leaves, cherries, simple syrup, crushed ice and 7-up.

OTHER DRINKS

ICEDTEA BD1.000

(Peach, Raspberry, Passionfruit)

SODAS BD 0.500

(Pepsi, Diet Pepsi, Miranda, 7-Up)

FRESH JUICES BD 2.00

(Orange, pomegranate, watermelon)

WATER 0.5 fls

COCKTAILS

"TROPICAL PARADISE" BD 3.700

Strawberry Mango Daiquiri (Strawberries and Mango combined in a drink layered with crushed ice and mint leaves and lime juice with sprite.)

"COCO COLADO BD 3.500

Pina colada (coconut cream, and freshly strained pineapple juice, with crushed ice and maraschino cherry.)

SANGRIA BD 3.700

passion fruit juice, sparkling water with fresh kiwi, orange, star fruit, lime, and cranberries.



Costing Sheet & Pricing Strategy:

Ingredient for menu item	Unit cost of ingredient (Cost of one ingredient or one packet)	Amount of ingredient needed for recipe	Cost of amount of ingredient used for recipe
Potato	0.19 fils	2 potatoes	0.57 fils
Cheese	BD 1.065	Half a cup	500 fils
Chicken	BD 1.890	Wings and breast	BD 1.000
Shrimp	BD 4.430	5 shrimps	BD 1.000
Lamb	BD 2.500	Half a lamb	1.250
Strawberries	BD 1.000	0.5 cup	BD 1.000
Taco shells	BD 1.500	1 Taco shell	300 fils

We have used the strategy Penetration Pricing which is when prices of products are set low to be able to capture market share, create loyalty, switch customers from competitors to our food trucks, generate significant demand and drive competitors out of the market. We made sure not set the price too low to drive customers away by thinking our food is of bad quality, yet we made sure that it's enough to keep our business going. We will be gradually increasing our prices as we get bigger without ruining our customers' loyalty. This will be done by making the food better each time and adding more options to choose from in the menu, as well as by increasing the amount of food we serve in each order without using too many raw materials to not waste food and supplies.

Recipe Name: "BU-FILL ME UP"

Type of Container: A stick on a paper food trays. Price of Container: 150 fils each

Ingredients:

Potato	Cilantro
Seasoning	Buffalo sauce
Cheese	

Directions: Cut potato into a spiral and season then bake, top it off with buffalo sauce and cilantro.

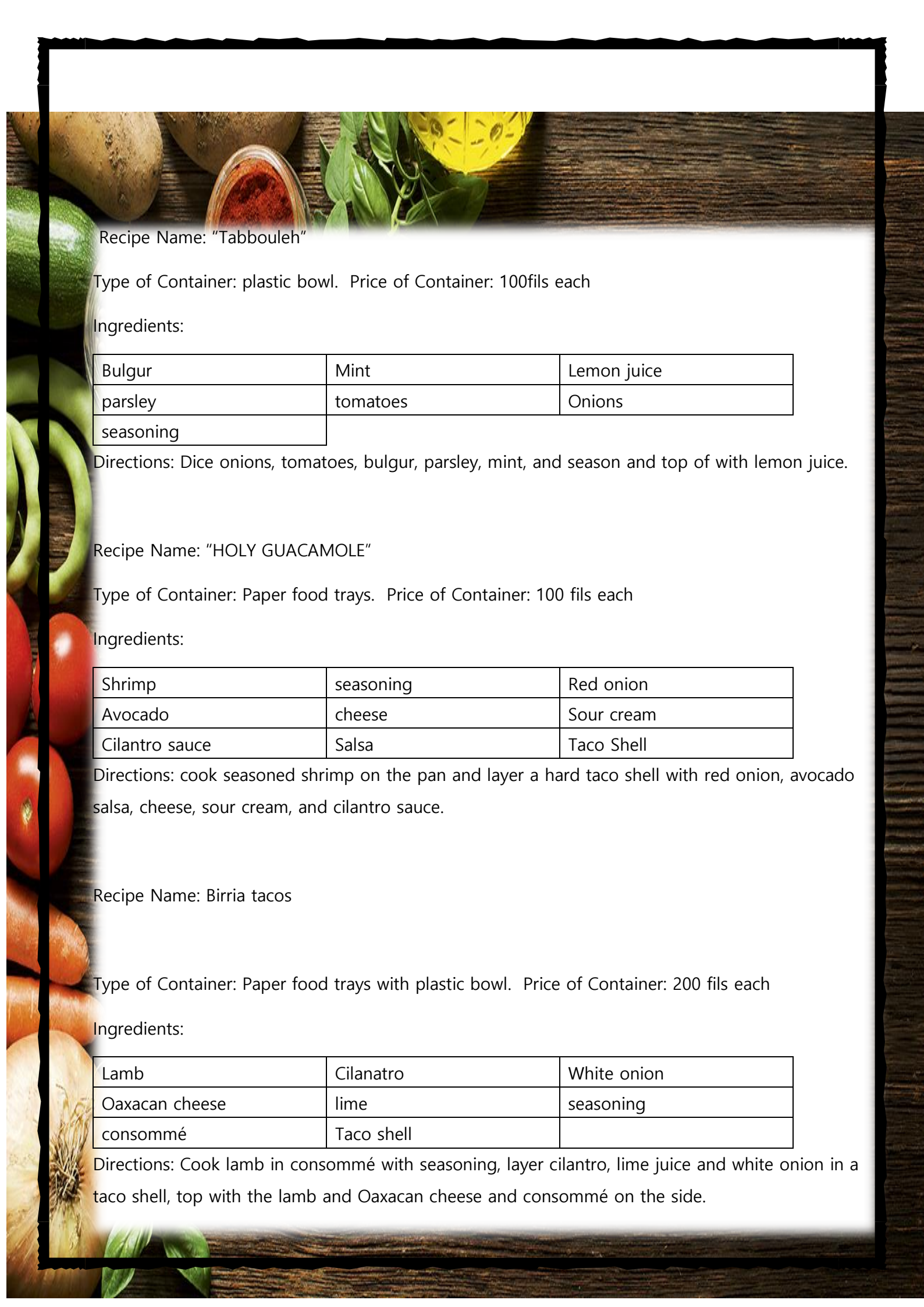
Recipe Name: "Chicken Wings"

Type of Container: Paper food trays. Price of Container: 100 fils each

Ingredients:

Boned chicken	Boneless chicken	Seasoning
Honey mustard sauce	BBQ sauce	Dynamite sauce
Ranch sauce		

Directions: marinate chicken, cook chicken by frying and season and cover with sauce of choice



Recipe Name: "Tabbouleh"

Type of Container: plastic bowl. Price of Container: 100files each

Ingredients:

Bulgur	Mint	Lemon juice
parsley	tomatoes	Onions
seasoning		

Directions: Dice onions, tomatoes, bulgur, parsley, mint, and season and top of with lemon juice.

Recipe Name: "HOLY GUACAMOLE"

Type of Container: Paper food trays. Price of Container: 100 fils each

Ingredients:

Shrimp	seasoning	Red onion
Avocado	cheese	Sour cream
Cilantro sauce	Salsa	Taco Shell

Directions: cook seasoned shrimp on the pan and layer a hard taco shell with red onion, avocado salsa, cheese, sour cream, and cilantro sauce.

Recipe Name: Birria tacos

Type of Container: Paper food trays with plastic bowl. Price of Container: 200 fils each

Ingredients:


Lamb	Cilanatro	White onion
Oaxacan cheese	lime	seasoning
consommé	Taco shell	

Directions: Cook lamb in consommé with seasoning, layer cilantro, lime juice and white onion in a taco shell, top with the lamb and Oaxacan cheese and consommé on the side.

Food presentation & Containers (Sherine Mahmood)

The containers used to serve the food in it will be containers made of heavy-duty papers with three sizes small, medium, and large. The small containers to be used for the appetizers and the medium sized containers to be used to serve the sandwiches that are ordered without side dish and the large containers will be used for the main dishes with side dish. The containers will be packed and sealed properly in paper bags adding to it sanitized wet tissues and use wooden cutlery sealed in separate paper bag. We want to make sure that the equipment used to serve our food is environmentally friendly by avoiding using the plastic as much as possible. Containers will also be easy to handle outdoors.





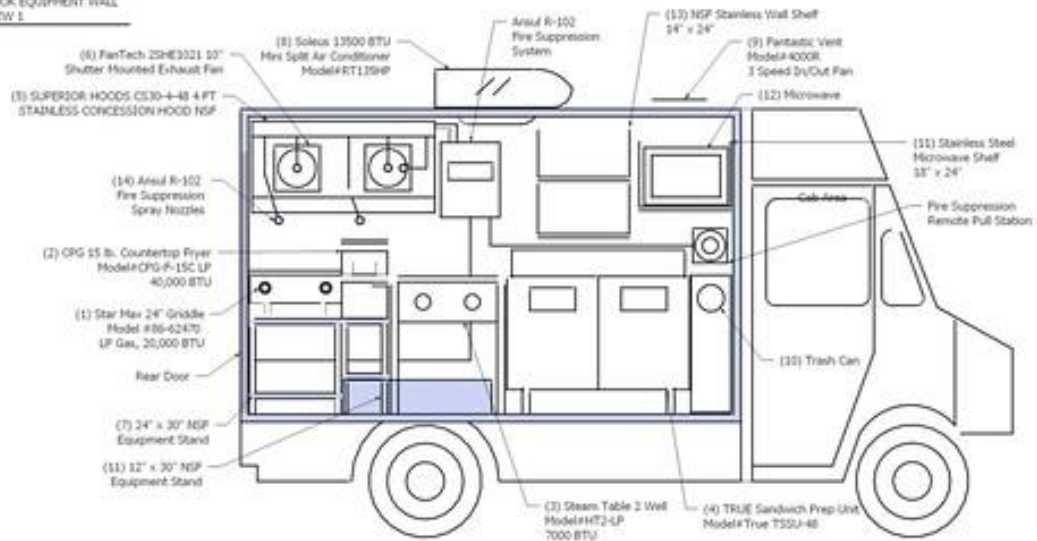
Shopping List: (Shreena Al Khalifa)

- White potatoes
- Mozzarella cheese
- Cilantro
- Seasonings
- Buffalo sauce
- Chicken wings (bone in & bone less)
- Dynamite sauce
- Honey mustard
- BBQ sauce
- Ranch
- Bulgur
- Parsley
- Mint
- Vegetables
- Avocados
- Onion
- Black beans
- Tomatoes
- Beef steak
- Garlic sauce
- Lettuce
- Pickles
- French fries
- Tahini
- Cranberries
- Peach iced tea.
- Raspberry iced tea
- Passionfruit iced tea.
- Pepsi
- Orange
- Pomegranate
- Watermelon
- Water bottles
- Dark chocolate
- Brownie mix
- Hazelnut
- Chocolate
- Vanilla ice cream
- Charcoal ice cream cone
- Hazelnuts
- Oaxacan cheese
- White onion
- Consommé dip
- Chicken thighs
- Chicken breast
- Corn taco shells
- Street corn salsa
- Cotija cheese
- Brown rice
- Tortilla

Diagram of Equipment Layout (Maha Al Zayani)



FOOD TRUCK KITCHEN
COOK EQUIPMENT WALL
VIEW 1



Food Truck Equipment List: (Dana Alamiri)

Under-counter refrigerator: A standard item that allows us to maximize your food truck's space. We will need to make the most out of your food truck equipment layout, and an under-counter refrigerator will maximize cooling space.

Griddles: A mainstay in every food truck, the griddle is a must-have. This item can be used to cook everything from burgers and tacos to eggs. Countertop griddles are a great option for on-the-go food, and we will want the largest surface space that can fit in your truck for those high-trafficked days.

Microwave: Reheating does not get more powerful than a commercial microwave. Commercial food truck equipment must be practical, and a microwave allows us to heat everything from coffee to sandwiches quickly.


Ranges: A range and a griddle are similar, but a range will have various burners which we will be able to use for cooking, too. There are even small ranges with just one large top burner, which is a great option for something like coffee or boiling water.

Ventilation: The truck's ventilation system will dictate whether or not we can have a griddle. Smoke from cooking fats or greases will require ventilation systems to divert the smoke out of the interior of the vehicle.

Sprinklers: Depending on the state, one of the must-have mobile food truck equipment items is a sprinkler system. If a fire breaks out, these systems will go on and stop the fire from spreading further.

Fryers: Fryers are a great option if we offer French fries or other fried food items. We will need to check local laws to ensure we can use fryers in your truck. Fire safety laws may dictate that we are not allowed to have fryers.

Washing stations: Food dishes and pots will need to be cleaned. A washing station will be required, and they do take up a lot of space. We need to be able to fit our largest cooking items inside of the sinks.






Refrigerator or freezer: We may need a standing refrigerator or freezer, and we will need to look at state and city codes to ensure that the appliances are up to code.

The exact size will depend on how much room we have left for the food truck cooking equipment.

Food warmer: Countertop food warmers can be used to keep all of our food items hot and ready to serve. These are built to keep foods at specific temperatures, and they will vary in size.

Food Truck Supplies

Every food truck kitchen equipment list should include the following items:

- Pots and pans
 - Paper cups
 - Disposable plates
 - Disposable utensils
 - Tissue Paper
 - Storage containers
 - Sanitary gloves
 - Cleaning equipment
 - Fans to keep the interior cool.
 - Cash register
 - Paper towels
 - Sponges
 - Fire extinguisher
 - Equipment stands.
 - Aluminium foil
 - Plastic wrap
 - Grocery bags
 - Trash bin
 - Cutting boards
 - Hand soap
 - Bottles
 - Mats for wet areas
- 
- 
- 

Gourmet food trucks are needed in Bahrain as they are important in contributing to the small-scale leisure activities in the country, to be enjoyed by locals and tourists.

Although food trucks are smaller and operate in a highly competitive food industry, they are estimated to generate around \$857 million in annual revenue. This shows the powerful economic impact and boost that it may provide to Bahrain's economy.

Additionally, the start-up costs for starting up a food truck on a street or park (around \$25,000) are significantly lower than starting a restaurant (around \$750,000), therefore is more affordable for locals to set up. By taking advantage of the lower set-up costs, food trucks can sell inexpensive, diverse, and increasingly innovative foods to customers. Food trucks are also easier to set up and do not have many legal requirements, unlike restaurants and cafes. Often, large-scale restaurants are centred around fast food or expensive food of different cuisines, whereas food trucks can provide delicious, high quality local and diverse food menus at more affordable prices. Furthermore, the location of our food truck is a huge advantage to it. If it is located in a national park during the summer months, this could attract large amounts of customers that have already come there to enjoy the weather or have arranged a picnic. Because we keep moving frequently, it allows us to attract a variety of customers from all over Bahrain. Having freshly made food outside will appeal to many people and it may become a popular spot for tourists as well. Social media can be used in order to inform loyal customers about where the next location of the food truck will be. Having more food trucks would be a particular advantage in Bahrain, as being a small country, more people would be aware of the locations in which food trucks have set up. Larger cities may not have that advantage.

In conclusion, food trucks not only provide delicious food but also attract a wide variety of customers that have come to enjoy the parks with family and friends. They contribute greatly to the economy and provide jobs to the local population.