

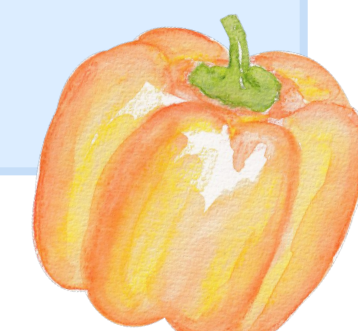
## WHAT WE OFFER

- A friendly environment that invites families to enjoy healthy eating together
- Cheaper food prices to make healthy options more accessible and affordable.
- Food trucks present at community events and functions
- Open kitchen allowing for visibility and transparency towards the customers



## FORWARD THINKING

- Provide an affordable food option to replace unhealthy fast food to battle nutritional inequality for impoverished communities
- Donate unused food to local homeless shelters and food drives
- Hand out leftover meals daily to those in need



## OUR WHY

Health has become a huge concern among much of the Kentucky population. The problem is that healthy food is often too expensive or not accessible. The cheap and quick options, such as the \$1 menu from McDonald's, are highly processed and far from nutritious. We created the idea of a restaurant that could provide cheaper, healthier options to all families but specifically those with lower incomes. The food truck can also be utilized by anyone, but our aim was to be able to reach food deserts without permanently invading rural areas.

## WHAT WE DO

- Customers order food at our walk-up counter, and can enjoy their meal in our dining room, outside, or can take their food to go.
- We also offer catering that is available for public and private events of any size.
- Our food trucks move throughout both rural and suburban communities to provide service to new audiences.



## OUR PARTNERS

- Local Kentucky Farmers
- Local Businesses and Organizations
- Bulk and grocery stores - Costco, Whole Foods, Walmart
- Local Investors

## OUTREACH

- Sponsor local sports teams and organizations to expose the community to our business
- Host fundraisers in partnership with schools and other organizations
- Create social media accounts, such as Facebook and Instagram, to connect with customers on a more personal level



## COST STRUCTURE

- Food Trucks: \$18,000
- Building: \$500,000
- Furnishing Costs: \$9,050
- Kitchen Supplies and Appliances: \$75,000
- Food License and Insurance: \$12,000
- 22 Paid Employees: Cooks, Managers, Cashiers, Janitor/Maintenance
  - \$9.50/ hour
- Employee Uniforms
  - Company T-shirt: \$250
  - Aprons: \$87.50
- Store Maintenance (1-3% of sales)
- Food Truck Maintenance: \$2,000
- Gas: \$1,000 per month (Generous Estimate)
- Marketing and Advertisements: 2-8%
- Dishes, Glasses and Silverware: \$1556
- Chalkboard Menu: \$238.50
- 2 Cashier Registers: \$336
- Website: \$30/month
  - Created Using Squarespace



## OUR CUSTOMERS

We plan to connect with local Kentucky families to promote healthy eating with the goal of breaking the unhealthy stigma surrounding our state.

## OUR MISSION

Providing fresh, healthy, and great tasting food at reasonable prices in a clean, friendly environment.

## RESEARCH

- Kentucky is the 2nd ranked state of the highest percent of food insecurity (9.91%), which means a high percentage of population employed in service-industry roles are vulnerable to food insecurity, according to Feeding America.
- Nearly one-quarter of low-income earning adults said they didn't have easy access to fresh fruits and vegetables and whole-grain foods.
- According to the poll- about 60 percent of Kentucky adults who are in fair or poor health say the cost of healthy food is too high.



## OUR PROFIT

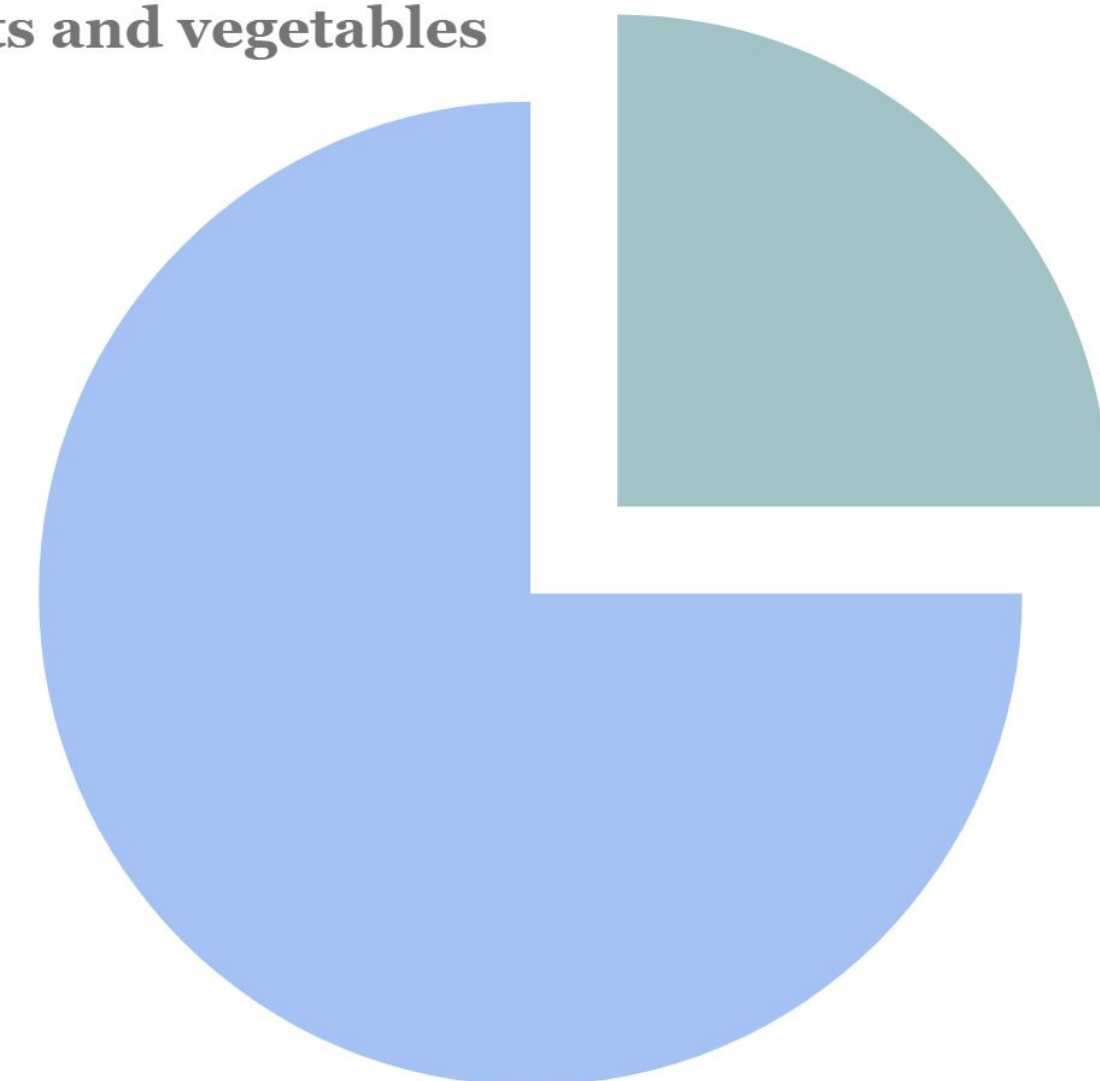
- Customers who visit in store, utilize food trucks, and partner with us for fundraisers.
- Profit made from food and product sales
- Business from events such as fundraisers

## GSP 2021

- Samantha Coffey (Montgomery)
- Ellie Barber (Eastern)
- Lucy Gipson (Oldham County)
- Jack Hoskins-Harris (Collegiate)
- Jackson Huff (Harlan County)
- Josh Groves (Heritage Christian Academy)



Low income families with hard access to fruits and vegetables



## MENU



## CITATIONS

