

COMPANY DESCRIPTION

What is your truck's name?

Viva Lasagna

What do you serve?

We serve Italian comfort food, specifically a variety of lasagna rolls, soups, and salads. All of our products will be organic and either vegetarian, vegan or gluten-free.

Does your food truck satisfy a gap in the local marketplace? How does your menu meet the community's needs?

Currently, there are no food trucks in the Eugene/Springfield area that serve lasagna. If people want Italian food they need to visit one of the brick and mortar Italian restaurants in the area (Olive Garden, Mazzi's, Beppe & Gianni's Trattoria, Ambrosia, Noli Italian Café to name a few). We are looking to provide quality pasta at an affordable price with options that these other restaurants aren't providing.

What is unique about your food truck?

We are catering toward what we believe is an underserved and growing population (vegetarians, vegans, gluten-free) in our area. We also see us being unique in that we will be offering affordable and healthy Italian food on the go.

Who does your food truck serve? (a specific group of customers, local businesses, events)

We are hoping to serve individuals who want to indulge in Italian comfort food, but don't want to go to a restaurant. Our truck will serve vegetarians, vegans, and all lovers of Italian food. We are hoping to

set up a location in the Whitaker neighborhood and are exploring a partnership with Ninkasi Brewery and Oakshire Brewery.

*What competitive advantages do you have over other food trucks?
(location, value, expertise, efficiency, a unique menu)*

The competitive advantage that we hold over other local food trucks is a unique menu that offers a twist on a traditional favorite. The fact that we are making healthy Italian food for vegetarians and vegans, as well as gluten free options, makes us a unique player in the local food truck scene.

How will you attract customers to your truck?

Offering vegetarian, vegan, and gluten free options will help us attract a clientele. Our Viva lasagna truck will have a retro “Vegas feel” with bright lights, music and appealing graphics. We will also have a twitter feed and Facebook page to keep our customers in the loop. We will also have daily specials and a frequent eater plan.

What kind of demand is there for your food truck?

The food truck industry continues to grow and we think that by offering a dedicated truck to meet the Italian food needs of vegetarians, vegans, and gluten free diners will fill a void in our community. We have also noticed a trend where businesses are outsourcing their food needs instead of committing to the cost of running their own kitchen.

What are your short-term and long-term goals for your food truck?

Our short-term goals are to supplement our paltry teaching income. Another goal is to attract a loyal customer base that would give us the opportunity to set up a second food truck or a brick and mortar establishment.

What is your truck's mission statement?

Social Mission

To foster a sense of communal respect between our employees, our customers, and our local suppliers.

Product Mission

To make a healthy, high-quality and affordable product that satisfies the needs of vegetarian, vegan, and gluten free consumers, as well as introducing others to the possibilities and value of alternative food choices.

Economic Mission

To operate a company that honors our planet and the health of our customers while being a profitable entity for our investors.