

WE'RE IN ON THE FOOD TRUCK TREND

In January 2017, Sam's Club partnered with Custom Concessions to facilitate food truck sales. Today, from food to paper towels to the actual truck, we truly sell everything a food truck owner needs to hit the road. Here are some fun facts to share with your members.

Fast Facts

\$856.7
MILLION

The value of the U.S. food truck industry in 2015

\$996.2
MILLION

The anticipated value by 2020

4,130

The number of food trucks in the U.S. in 2016

\$290,556

The average revenue generated per truck

why food trucks?



"Sam's Club is in business for small business, and this is another way we're proving it. We not only help our members realize their dream of owning a food truck but also help them with long-term success by being a one-stop shop for everything they need to run their business—from the cookware to the meat and produce to the plates and silverware and more."

—MIKE MCCARTHY, SamsClub.com Buyer, Restaurant Supplies and Consumables



18- to 34-year-olds:

the demographic most likely to purchase a meal from a food truck

Ice cream:

the most common food sold by food trucks in New York City



Local and artisanal fares:
set to dominate in 2017



Park Here

The old adage holds true for food trucks too: location, location, location.

Top 3 cities for opening a food truck:

Nashville, TN



Las Vegas, NV



Phoenix, AZ



The landscape is competitive.

Cities with the most food trucks per capita:

Orlando, FL



Charleston, SC



Portland, OR



The Truck Stop

After we help members buy their truck, what's next?

CUSTOM WRAP: Members get a free custom wrap for first-class marketing of their business with the purchase of a food truck. But there are so many reasons for them to keep coming back to Sam's:



FOOD AND BEVERAGE: At launch, product inventory costs typically range from \$1,000 to \$2,000. Buying fresh produce, bread, meat and other key menu components in bulk helps members save cash.



FUEL: Food truck operators can fill up at many Sam's Club locations—and most dedicate about 26 percent of their total expenses to insurance, repairs, maintenance, licenses and fuel.



PAPER PRODUCTS: At kickoff, operators spend an average of \$250 on paper goods.



FOOD PREP TOOLS: Knives, pans and cookware are food truck essentials—as are gloves to handle food.



CLEANING SUPPLIES: Keeping trucks in tip-top shape is a must with degreasers, sponges, trash bags and other supplies.



POINT OF SALE: Sam's Club and credit card processing service provider First Data are working together to offer affordable point of sale solutions so owners can accept payments easily.



FIRE EXTINGUISHER: Owners need to be prepared in case of a cooking-related fire.



SOURCES: "Value of the U.S. food truck industry from 2014 to 2020 (in million U.S. dollars)," Statista, "Food Truck Industry Statistics," Statistic Brain Research Institute, "Food trucks: the wheel deal," National Restaurant Association, "The Complete Breakdown of Food Truck Operation Costs," Food Truck Empire, "2017 Food Truck Industry Trends & Predictions," Southern Dimensions Group, "New York City Food by the Numbers: Food Trucks," New York City Food Policy Center at Hunter College, "The 4 Best Cities to Open a Food Truck in the U.S.," Investopedia, "America's Top Foodie Cities," Expedia