

# How better food truck hygiene revs up revenue

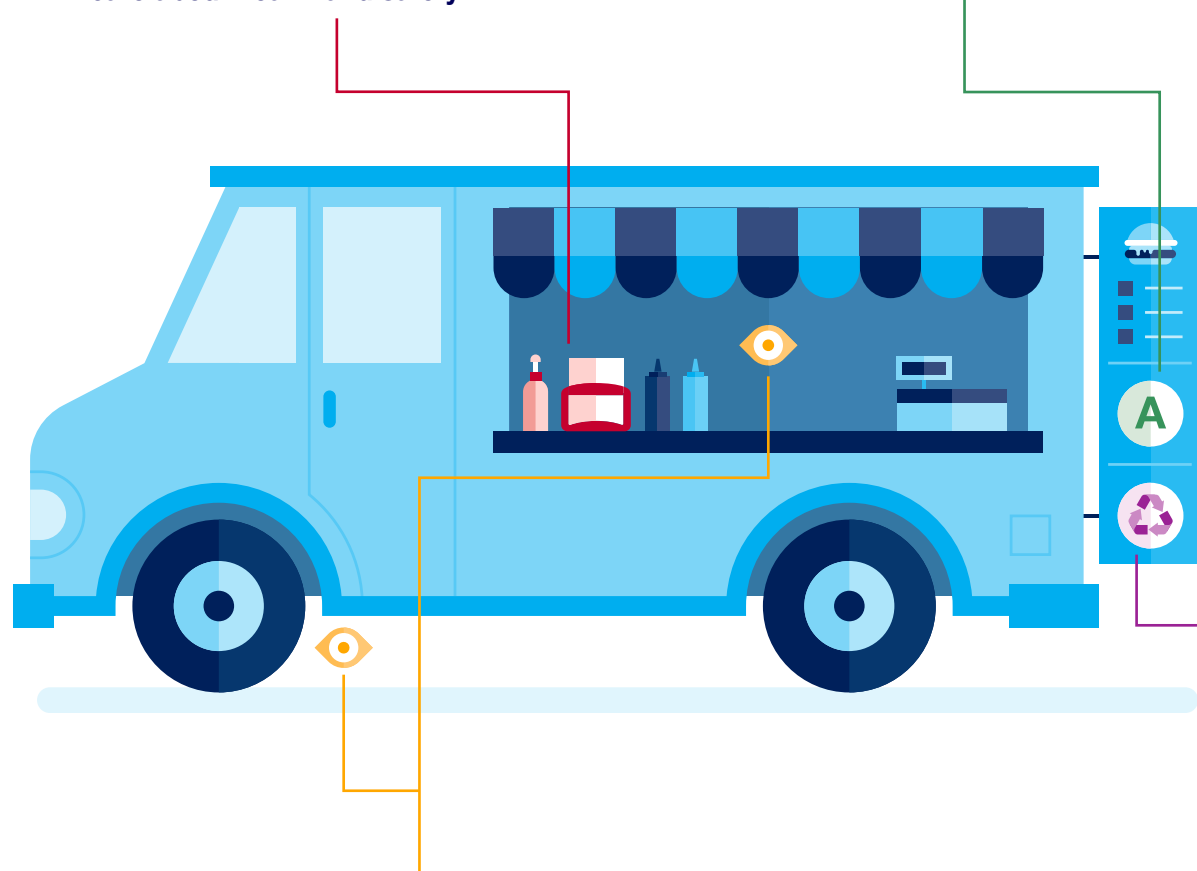
Despite the continued trend toward eating on the go, “hygiene on the go” just isn’t keeping up – and that’s keeping customers away. Fortunately, there is a relatively simple solution: Up your game in food truck hygiene. You can start with the following four steps:

## 1 Equip your customers for cleanliness

Napkins and hand sanitizer for guests, along with a sink, towels and soap for employees visible in your mobile kitchen reassures customers that you care about health and safety.

## 2 Educate food handlers

Companies like ServSafe offer food safety training and certification, along with proof of your reassuring status, in the form of a certification you can (and should) proudly display.



## 4 Remember that food truck hygiene is a moving target

Food truck owners and managers need to inspect their mobile kitchens daily, and frequently have the non-kitchen parts of the vehicle examined for damage that could allow environmental contamination or easy access by pests.

## 3 Engage in green clean

Be mindful of each cleaning and hygiene products supplier’s commitment to sustainability – and don’t be shy about asking them for verification and then promoting it to your customers.

**\$2 billion**  
in total 2018 revenue  
for food trucks

**20%**  
projected growth  
for 2019

**50%**  
of people worry  
about getting sick  
from a food truck

**40%**  
of people avoid street  
food because of a lack  
of hygiene products

Sources: Seasonal Summer People on the Go – Tork PPT | <https://restaurant.org/Articles/Operations/9-tips-for-opening-a-food-truck> | Food Truck Safety – Food Quality & Safety | The Dark Side of Trendy Food Trucks L.A. Times | 12 Impressive Facts on the Food Truck Industry – Foodee

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