



MAINE SMALL BUSINESS
DEVELOPMENT CENTERS

Anything Mobile Food Business

Presented By:

Chris Cole

christine.cole@maine.edu



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What does the Maine SBDC do?

Provides no-cost and confidential business advising to current and aspiring Maine business owners!

- Business Planning and Startups
- Business Transitions and Exits
- Assistance with Credit and Financing
- Financial Analysis
- Marketing and Sales
- Operations Management
- Much More!





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Disclaimer

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Housekeeping

- This is being recorded if you prefer to have your camera off.
- It will be emailed to you within a week after the presentation.
- Please have audio on mute.
- Submit any questions in the chat.



Agenda

- Industry Insights
- Menu
- Business Planning
- Types of Mobile licenses
- Considerations and costs, catering?
- Demands of a food business
- Logistics
- Q&A
- Helpful links

Industry Trends

- Expected to grow at an annual rate of 5.7% (better than GDP)
- Average wage \$16.25 per hour plus tips
- Investment \$3,500 to \$48,000
- Food truck/ trailers
 - Portland 57
 - Bangor 23
 - Maine 100+
- [Mobile Food News](#)
- News, resources, and events
- [Food Truck Operator](#)
- News, articles, and resources
- [National Food Truck Association](#)
- Blog and resources
- [Mobile Cuisine](#)
- News, resources, issues, and best practices



OLSEN RUN FOOD TRUCK



HARRISBURG, OR
BREAKFAST - LUNCH - DINNER
OPEN EVERYDAY 11AM-7PM
(541) 583-0572

BREAKFAST

BREAKFAST BURRITO 10
BREAKFAST SAUSAGE, 3 EGGS, CHEDDAR CHEESE + STEAK FRIES
ADD BACON +2

BREAKFAST SANDWICH 8
SAUSAGE PATTY, 2 FRIED EGGS + CHEDDAR CHEESE
ADD BACON +2

LOADED FRIES 16
EXTRA LARGE ORDER OF OUR CRISPY STEAK FRIES LOADED WITH GROUND CHUCK, CRISPY BACON, GRILLED ONIONS TOPPED W/ MELTED CHEESE + OUR FRY SAUCE

BURGERS

CLASSIC CHEESEBURGER 9
HANDMADE GROUND CHUCK BURGER, CHEDDAR CHEESE, SHREDDED LETTUCE, ONION + OUR FRY SAUCE ON A BRIOCHE BUN
ADD BACON +2

COWBOY BACON BURGER 12
HANDMADE GROUND CHUCK BURGER, CRISPY BACON, TEMPURA ONION RINGS, CHEDDAR CHEESE + BBQ AIOLI ON A BRIOCHE BUN

JALAPEÑO BURGER 10
HANDMADE GROUND CHUCK BURGER, PEPPERJACK CHEESE, CRISPY & FRIED JALAPEÑOS + CHIPOTLE MAYO ON A BRIOCHE BUN
ADD BACON +2

ADD SIDE CRISPY STEAK FRIES +4

ADD SIDE ONION RINGS +5

ADD SIDE LOADED FRIES +9

*VEGGIE BURGER AVAILABLE UPON REQUEST

HOMEMADE SAUCES +.50
FRY SAUCE • RANCH • CHIPOTLE MAYO • BBQ

SANDWICHES

RIBEYE PHILLY CHEESESTEAK 16
THINLY SLICED RIBEYE, GRILLED BELL PEPPERS, & RED ONIONS, TOPPED WITH MELTED PROVOLONE, MOZZARELLA + CHEDDAR CHEESE

PHILLY GRILLY 12
THINLY SLICED RIBEYE, CHEESE, BELL PEPPERS + RED ONION BETWEEN TWO PIECES OF BUTTERY BREAD

CHICKEN SANDWICH 10
GRILLED CHICKEN BREAST, CHEDDAR CHEESE, SHREDDED LETTUCE, ONION + OUR FRY SAUCE ON A BRIOCHE BUN
ADD BACON +2

WRAPS

CHICKEN CAESAR WRAP 13
GRILLED CHICKEN, SHREDDED LETTUCE, PARMESAN, CROUTONS + CREAMY CAESAR DRESSING

KIDS

KIDS BURGER 6
PLAIN HOT DOG 6
GRILLED CHEESE 6
GRILLED HAM+CHEESE 8

SODAS

COKE • SPRITE
PEPSI • DIET COKE 2
DR. PEPPER
BOTTLED WATER 1.50

AMERICA'S
SBDC
MAINE

Guide in Writing A Food Truck Business Plan



[Writing a Business Plan Playlist](#) (1 video for each section of the plan) - goes along with our downloadable guide: [Business Planning | Resources and Tools for Small Businesses in Maine \(mainesbdc.org\)](#)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Cash In		Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26
2	Based on 150 customers per day avg \$17 ticket			\$ 31,970	\$ 40,000	\$ 45,000	\$ 51,000	\$ 53,000	\$ 51,000	\$ 40,000	\$ 31,970	\$ 27,580		
3	Sales Food 84% of total			\$ 26,989	\$ 33,600	\$ 37,800	\$ 42,840	\$ 44,520	\$ 42,840	\$ 33,600	\$ 26,855	\$ 23,167		
4	Sales Beverages 15.5% of total			\$ 4,820	\$ 6,200	\$ 6,975	\$ 7,905	\$ 8,215	\$ 7,905	\$ 6,200	\$ 4,955	\$ 4,275		
5	Sales Merchandise 0.5% of total			\$ 161	\$ 200	\$ 225	\$ 255	\$ 265	\$ 255	\$ 200	\$ 160	\$ 138		
6	TOTAL CASH		\$ -	\$ 31,970	\$ 40,000	\$ 45,000	\$ 51,000	\$ 53,000	\$ 51,000	\$ 40,000	\$ 31,970	\$ 27,580	\$ -	\$ -
7														
8	COGS: Food		\$ -	\$ 8,097	\$ 10,080	\$ 11,340	\$ 12,852	\$ 13,356	\$ 12,852	\$ 10,080	\$ 8,056	\$ 6,950	\$ -	\$ -
9	COGS: Beverages		\$ -	\$ 964	\$ 1,240	\$ 1,395	\$ 1,581	\$ 1,643	\$ 1,581	\$ 1,240	\$ 991	\$ 855	\$ -	\$ -
10	COGS: Merchandise		\$ -	\$ 81	\$ 100	\$ 113	\$ 128	\$ 133	\$ 128	\$ 100	\$ 80	\$ 69	\$ -	\$ -
1	TOTAL COGS (Cost of Goods)		\$ -	\$ 9,141	\$ 11,420	\$ 12,848	\$ 14,561	\$ 15,132	\$ 14,561	\$ 11,420	\$ 9,127	\$ 7,874	\$ -	\$ -
2														
3	Gross Profit: Cash minus COGS		\$ -	\$ 22,829	\$ 28,580	\$ 32,153	\$ 36,440	\$ 37,869	\$ 36,440	\$ 28,580	\$ 22,843	\$ 19,706	\$ -	\$ -
4														
5														
6	Cash Out: Expenses													
7	Gross Wages (Employees) 24% labor cost		\$ -	\$ 7,673	\$ 9,600	\$ 10,800	\$ 12,240	\$ 12,720	\$ 12,240	\$ 9,600	\$ 7,673	\$ 6,619	\$ -	\$ -
8	Salaries of Owners		\$ -	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000		
9	Payroll Taxes and Benefits (base 7.65%)		\$ -	\$ 587	\$ 734	\$ 826	\$ 936	\$ 973	\$ 936	\$ 734	\$ 587	\$ 506	\$ -	\$ -
10	Worker's compensation Ins. (base rate 1.28)		\$ -	\$ 98	\$ 123	\$ 138	\$ 157	\$ 163	\$ 157	\$ 123	\$ 98	\$ 85	\$ -	\$ -
1	Accounting/Legal Expenses		\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ -	\$ -
2	Advertising and Promotion		\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50		
3	Insurance - Business and Product Liability		\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500		
4	Insurance - Property		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
5	Licenses		\$ 1,500	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
6	Papergoods & cleaning supplies (4% gross prof.)				\$ 1,143	\$ 1,286	\$ 1,458	\$ 1,515	\$ 1,458	\$ 1,143	\$ 914	\$ 788		
7	Merchant fees (2.5% * total cash)			\$ 1,000	\$ 1,125	\$ 1,275	\$ 1,325	\$ 1,275	\$ 1,000	\$ 799	\$ 690	\$ -		
8	Rent/Lease													

- Entity
 - Sole proprietor
 - LLC
 - S-corp
- EIN
- Bank account
- Employer registration
- [Maine Employer Basics](#)
- [Maine State Sales Tax](#)





Mobile Options



Two Different Licenses

Mobile Vendor

- Department of Agriculture
- Licensed Kitchen
- Prepacked / dry foods
 - Baked goods, candies, sauces

EP - Mobile

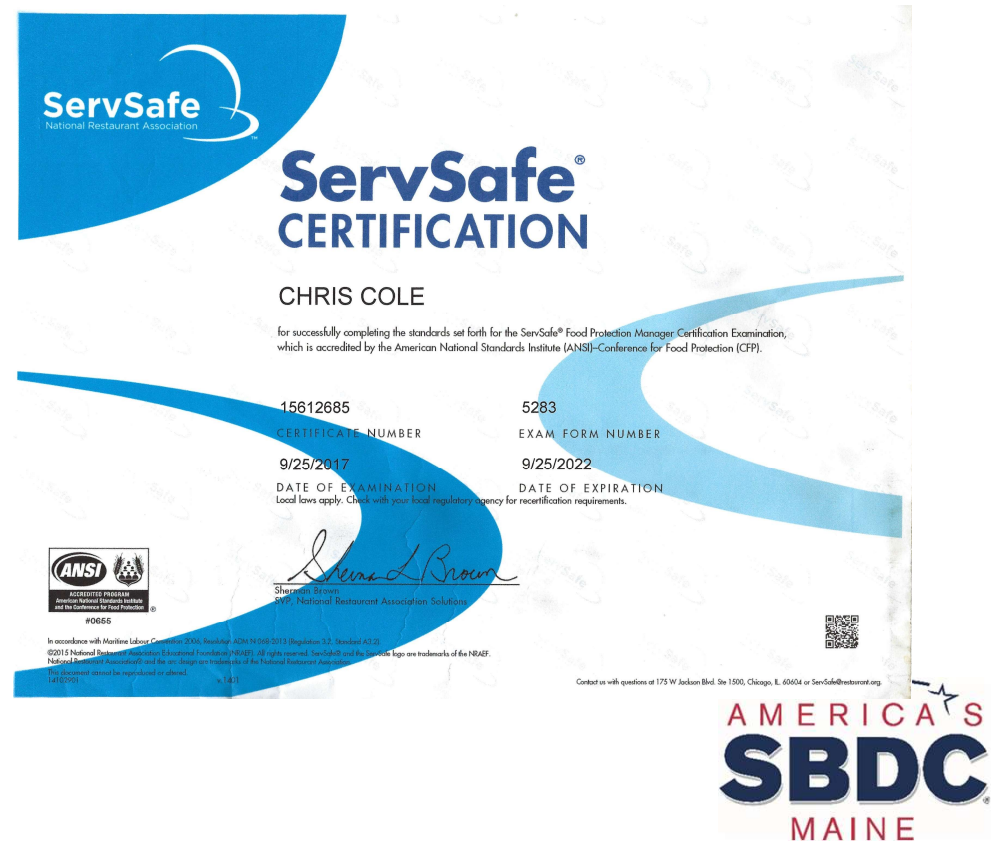
- DHHS
- Commissary kitchen
- CFPM certificate
- All mobile unit requirement
 - Handwashing unit
 - Grey water tank
 - Cleanable surfaces
 - Proper temperature control

Mobile Unit Requirements

- Equipment requirements are dependent on the menu items being produced in the unit. There are three classifications of mobile units:
 - Low risk**: Popcorn, pretzels, candy apples, coffee
 - Moderate risk**: Hot dogs, smoothies, salad, ice cream
 - High risk**: raw to finished meats, eggs, poultry, seafood
- Submit menu and DHHS will determine the risk and requirements
- There must be a Person In Charge /PIC in the mobile unit during all hours of operation. PIC will also have CFPM

Certified Food Protection Manager Requirement

- Every eating establishment has to have a Certified Food Protection Manager (CFPM).
- A valid CFPM certificate must be included with the license application for all new establishments
- A CFPM must be hired within 60 days of the departure of the last CFPM .
- The CFPM certificate should be posted and easily viewable



Food Licensing Links

- DAFQA Food and Fuel [food-and-fuel-license-application.doc](#)
- DHHS Eating Place [EP Mobile and Temp.pdf \(maine.gov\)](#)
- Municipal Food Licensing
- Portland: [Portland Food License](#)
- South Portland: [Food-License---No-Alcohol-PDF](#)
- Lewiston : [Lewiston Business-Licenses](#)



Production Kitchen

- Contained on the mobile unit
- Halls and organizations – Amvets, American Legion
- Churches, local licensed kitchens
- Membership based:
- <https://www.halcyongrange.org/> Blue Hill
- <https://www.mchpp.org/community-kitchen> Brunswick
- <https://www.forkfoodlab.com/> South Portland
- <https://www.facebook.com/mainefoodforge/> Whitefield
- [Commercial kitchens-Maine](#)

Location, location, location



- [Bridgeton Food Truck Park](#)
- [Bangor Waterfront](#)
- [Congdon's After Dark](#)
- [portlandmaine.gov Use-of-Public-Space](#)
- [Brunswick Mall](#)
- [Eliot Food Truck Central](#)
- [Cheeky Maine Belfast](#)
- [North Waterford](#)
- [Thompsons point summer sunsets](#)

Events / Logistics



- Schedule ahead
- Prep up
- Storage capacity
- Staffing
- Suppliers near by
- Limited menu?
- Catering: weddings
- [Maine Food Festivals](#)
- [Maine Fairs](#)

Getting Found

- Wrapping the Truck/ trailer
- Social Media
- Websites
- [Roaming Hunger](#) Bangor area
- [Portlandfoodmap](#)
- Apps: [Truckster](#)
- [StreetFoodFinder](#)



FALAFEL MAFIA SCHEDULE AUGUST 22-28	
MON AUG 22	EASTERN PROM near CUTTER STREET 11AM-8PM
TUE AUG 23	EASTERN PROM near CUTTER STREET 11AM-8PM
WED AUG 24	EASTERN PROM near CUTTER STREET 11AM-8PM
THU AUG 25	EASTERN PROM near CUTTER STREET 11AM-8PM
FRI AUG 26	EASTERN PROM near CUTTER STREET 11AM-5:30PM & THOMPSON'S POINT CONCERT: CAAMP
SAT AUG 27	EASTERN PROM near CUTTER STREET 11AM-5:30PM & THOMPSON'S POINT CONCERT: SPOON AND INTERPOL
SUN AUG 28	EASTERN PROM near CUTTER STREET 11AM-8PM

The Details

- POS
- Payments: cash, apps, cc
- Income Taxes
- Payroll +tips
- Event fees
- Maintenance
- Storage
- Winterization





We are here to help

Maine Small Business Development Centers (Maine SBDC)

Phone: 780-4952

Email: christine.cole@maine.edu

Website: www.mainesbdc.org

Visit our eLearning platform

YouTube Directory - [this list of playlists](#)



Mobile Units / Food Trucks

- [Mobile Eating Place Operator Guide](#)
- A mobile eating place is a mobile vehicle designed and constructed to transport, prepare, sell or serve food at a number of sites and is capable of being moved from its serving site at any time. This type of establishment is a self-contained food service operation, located in a vehicle or a movable stand on wheels, used to store, prepare, display or serve food intended for individual portion service.
- Mobile units are required to be licensed annually and inspected at least once every two years
- All mobile units require a license. The unit will be licensed as Eating Place – Mobile, Stick Built, or Temporary depending on the business model and the construction of your unit and you may be required to apply separately for a Commissary license.
A Commissary kitchen receives, stores, and prepares food for delivery to other meal sites or vending locations
- You must submit your Eating and Lodging application(s) at least 30 days before you plan to begin operating

Mobile and Temporary Units

- [Mobile-Temporary Application \(PDF\)](#)
- [Municipal Eating and Lodging License Application \(HHE-638\) \(PDF\)](#) This application is only for use by the cities of Lewiston, Portland and South Portland.
- [Certified Food Protection Manager Handout \(Word\)](#)
- [Mobile Guidance Document \(PDF\)](#)
- [Mobile Unit Compliance Handout \(Word\)](#)
- [Mobile Vendor Notice \(PDF\)](#)
- [Checklist for Mobile Units \(Word\)](#)

Home Food Processors more information

- Knowledge is valuable to keep your customers safe while growing your business
- For more information about home-based food business, the University of Maine Cooperative Extension is an excellent resource. Visit them online:
- <https://extension.umaine.edu/publications/3101e/>
- <https://extension.umaine.edu/food-health/food-safety/training/>
- [Sanitation Training - Cooperative Extension: Food & Health - University of Maine Cooperative Extension \(umaine.edu\)](#)



Questions & Resources from Webinar

Food Truck Resources

Being on the eastern prom is still by lottery: <https://content.civicplus.com/api/assets/7a5967fe-781a-41bf-ac59-9525d0fc474d?cache=1800>

Serving shellfish: license from Dept. of Marine Resources

