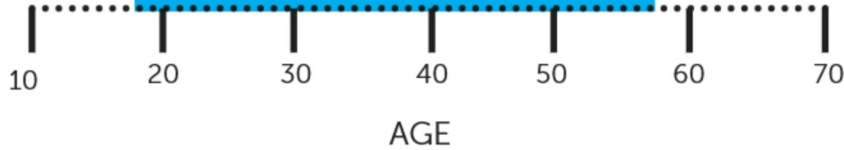


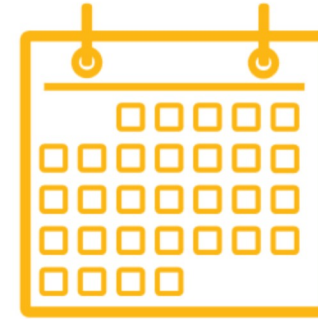
# WHY LUNCH TRUCKS?



Lunch Trucks service the working class between 18 and 57

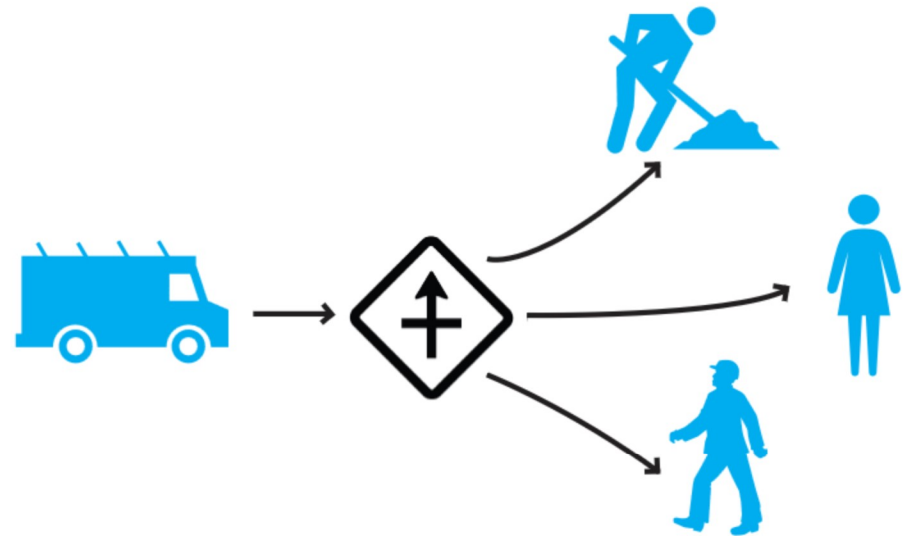


Ads appear *all*



month long

Food trucks offer **branding exposure** where traditional outdoor mediums are *prohibited* by law



Food Trucks travel 110 miles a day through major arterioles and city streets to reach the workforce, creating **high frequency** all day