STREET FOOD
The Emergence of 'Food Trucks'
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What IS Street Food?

Street food is ready-to-eat food or drink sold by a hawker, or vendor, in a street or other public place, such as at a market or fair. It is often sold from a portable food booth, food cart, or food truck and meant for immediate consumption. Some street foods are regional, but many have spread beyond their region of origin.

Today, people may purchase street food for a number of reasons, such as to get flavorful food for a reasonable price in a sociable setting, to experience ethnic cuisines, or for nostalgia.
POPULAR STREET FOOD LOCATIONS IN BENGALURU

- FOOD STREET VV PURAM
- MOSQUE ROAD
- SHIVAJI NAGAR
- JOHNSON MARKET

STREET FOOD JOINTS AT ALL MAJOR LOCALITIES
FOOD TRUCKS

Spitfire BBQ was the first food truck to operate in Bengaluru in 2014, after that many food trucks joined the fray and many have exited the business.

25

Food trucks currently operate in Bengaluru.
The cuisine served varies across food trucks. Chinese & Thai cuisine, North Indian food, Middle Eastern, American, Mexican, and Continental are popular cuisine served by food trucks in Bengaluru.

Most food trucks are startups and do not have the budget for branding and advertisements. All the food trucks in Bengaluru have their Facebook page. A few of them make use of WhatsApp.

The owner of Streety Treats in particular mentioned that he has created WhatsApp groups of regular customers and informs them about the trucks location through WhatsApp.

The average price of meal for two ranges from Rs.100 to Rs.350 for most of the food trucks in Bengaluru. The price is kept reasonable as the target customer segment is students and youngsters for most of these food trucks.
The motivation for most of the entrepreneurs to start the food trucks was that they loved food and enjoyed cooking. The TV programs related to food such as Food Street and Eat Street along with the movie Chef seems to have strong influence on significant number of food truck owners.

The major problem faced by food trucks in Bengaluru is lack of legislation pertaining to food trucks. This puts them in grey area where their business is neither legal nor illegal.

Some food truck owners stated that they face restrictions from BBMP and harassment from local authorities. At times they have to pay bribes in order to operate in Bengaluru streets.
FACULTY THOUGHT

The food truck business in Bengaluru is at an inflection stage with two to three food trucks being started, at the same time two to three exit the business. It is clear that only the fittest will survive in the long run.

Bengaluru needs clear legislation in order to legalize food truck business. Licenses can be issued to food trucks by BBMP and other food regulatory bodies. This will be beneficial both to food truck operators as well as the customers.