

E. MA  
Speech 1, 8:00am Spring 2011  
Informative Speech

**Specific Goal:** To inform the audience of the new food truck revolution sweeping throughout Los Angeles.

**Thesis:** Today I will inform you about the recent emergence of food trucks, how it started, and how this street food revolution is changing the food industry.

**Introduction:**

- I. Red velvet pancakes for breakfast, Korean BBQ tacos for lunch, or cheeseburger sushi rolls for dinner.
- II. Today I will inform you of the new food truck revolution sweeping throughout Los Angeles.
- III. As a self-proclaimed foodie, I have sampled food from several different food trucks within Los Angeles.
- IV. Today I will inform you about the recent emergence of food trucks, how it started, and how this street food revolution is changing the food industry.

**Transition:** First, let's begin with the current appearance of food trucks.

**Body:**

- I. These recently emerging gourmet food trucks have built upon the foundation set by the humble taco trucks.
  - A. Taco trucks or "roach coaches" have served Los Angeles for many years.
    - i. According to "The Year Our Food Went Mobile" by Patric Kuhn in the June 2010 edition of *Los Angeles Magazine*, "the city has had a long-term relationship with food trucks".
    - ii. The same source states "roach coaches have supplied construction sites for decades with... lengua, carne asada and cemitas". (Ibid)
    - iii. "Docked in El Segundo... sporting modest names like Gorditas Lupita's... they've become woven into the city's fabric". (Ibid)
  - B. However, the new food trucks taking over the city are of a different breed than its earlier taco truck forefathers.
    - i. Patric Kuhn states "food trucks, the new ones at least, are not the modest enterprises that have anchored Latino neighborhoods for so long". (Ibid)
    - ii. "You can find ones proffering artisanal soda pairings... ingredients such as pimiento-spiced Yakima salt and eco-mindedness". (Ibid)
    - iii. In the March 2011 *Food Service Director's* "Mobile Meals", Elissa Elan states "Today... there are 32 food trucks on (the UCLA) campus, with each one feeding over 700 people per day".

**Transition:** Now let's talk about how this street food revolution began.

- II. Pioneered by a hotel cook, the street food revolution started as a response to the recent economy.
  - A. The street food revolution was pioneered by a hotel cook.

- i. Patric Kuhn in “The Year Our Food Went Mobile” article in the June 2010 issue of *Los Angeles Magazine* states, in 2008, “Roy Choi, a former hotel cook, rolled into streets with a variation on the (taco truck)”.
  - ii. “The Kogi truck melded two cultures into one kimchi quesadilla”. (Ibid)
  - iii. Kuhn further states “Announcing his arrival with a tweet rather than a horn blast, Choi was soon attracting lines of people hungry for something different. He was followed by droves of other itinerant kitchens.” (Ibid)
- B. The recent economic recession made food trucks a more attractive alternative for entrepreneurs.
  - i. In the August 2010 *Orange County Business Journal’s* “Forget Roach Coaches, Food Trucks are Cool”, Alisa Gomez states “when times are hard, individuals who have entrepreneurial instinct and can’t find a job working for someone are more likely to... start their own business”.
  - ii. Gomez also notes “food trucks are much cheaper to run than a restaurant”. (Ibid)
  - iii. “It’s the perfect storm of people who don’t want to spend a lot of money to start a business and people who don’t want to spend a lot of money to get something from a business”. (Ibid)

**Transition:** Lastly, let’s discuss how this street food revolution is affecting our food culture.

- III. The new gourmet food trucks are changing the way Angelenos define the food industry.
  - A. Restaurant owners view food trucks as a threat to their business.
    - i. Alisa Gomez comments in her article “Forget Roach Coaches” in the August 2010 issue of *Orange County Business Journal*, “Restaurant owners... aren’t too concerned... however, they wouldn’t want to see (a food truck) parked right outside their own restaurants”.
    - ii. Furthermore, Patric Kuhn states in his “The Year Our Food Went Mobile” in the June 2010 issue of *Los Angeles Magazine* “owners of brick-and-mortar restaurants complain about (the food trucks’) mobility, maintaining the trucks siphon off the lunch rush”.
    - iii. Elissa Elan in “Mobile Meals” in the March 2011 issue of *Food Service Director* notes that even in areas where food trucks are permitted, such as college campuses, food trucks “are geographically located so they are not encroaching on (restaurant) businesses”.
  - B. On the other hand, gourmet food trucks have now become a must-do trend.
    - i. In “Forget Roach Coaches” in the August 2010 issue of *Orange County Business Journal* Alisa Gomez notes “gourmet food trucks... are part of a national trend that has gotten the attention of foodies and even The Food Network”.
    - ii. “The TV channel now is airing ‘The Great Food Truck Race’ reality show in which gourmet food truck operators compete against one another in various cities and try to make the most money”. (Ibid)
    - iii. In the June 2010 issue of *Los Angeles Magazine*, in the article “The Year Our Food Went Mobile”, Patric Kuhn also notes “food trucks have become something of a motif – maybe mania is a better word – on the L.A. streetscape... spawning street life where there wasn’t any”.

**Conclusion:**

- I. Today I informed you about the recent emergence of food trucks, how it started, and how this street food revolution is changing the food industry.
- II. I told you of the new food truck revolution sweeping throughout Los Angeles.
- III. The street food revolution is especially important to us Angelenos, because food trucks are an integral part of Los Angeles culture.
- IV. Now you can imagine eating red velvet pancakes for breakfast, Korean BBQ tacos for lunch, or cheeseburger sushi rolls for dinner.

## References

- Elan, E. (2011). MOBILE MEALS. (cover story). *FoodService Director*, 24(3), 28. Retrieved from EBSCOhost.
- Gomez, A. (2010). Forget Roach Coaches, Food Trucks Are Cool. (cover story). *Orange County Business Journal*, 33(34), 1. Retrieved from EBSCOhost.
- Kuhn, P. (2010). THE YEAR OUR FOOD WENT MOBILE. (cover story). *Los Angeles Magazine*, 55(6), 106. Retrieved from EBSCOhost.