

# EXPERT ANSWERS To Your Food Trailer QUESTIONS



[www.foodtrailerking.com.au](http://www.foodtrailerking.com.au)



# **Expert Answers To Your Food Trailer Questions**

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# Introduction

**The first thing I want to say is thank you so much for your interest in food trailers.**

This book is an information resource to anyone wanting to get into their own food truck or food trailer and join the highly profitable and highly exciting mobile food business.

Honestly, a food trailer is a real proper business dealing with real people, getting real money. Day-in day-out. You can do it as little or as much as you want.

There are many things you see out there and all these wham-bam crazy new ideas to make money. But, at the end of the day a food trailer is traditional, it works, and people eat.

It doesn't matter where you are, where you're located. If you've got a few people around you, everyone's got to eat three times a day.

It's the most recession-proof longest-standing business there could possibly be.

The start-up costs are quite low when you compare it to other businesses, and you end up with an asset which is the actual food trailer.

The aim of this book is to answer many of the most common questions we find that people have about this business.

I hope you find it helpful.

## Are food trailers a good investment?

**At the end of the day, whether food trailers or food trucks are a good investment comes down to what you actually buy.**

Unfortunately, like all industries, in this industry there's a lot of backyarders in the game.

For example, I quite regularly have customers telling me of random people that claim to be a food trailer manufacturer trying to meet them in a car park or at their home, yet they claim to be professional but clearly they are not. That's not the sort of person that you want to actually buy from.

I also have people telling me of some cheap deals they can get from China and China says that everything will be 100 percent fine.

Now, I understand a lot about bringing stuff in from overseas and I can tell you that they'll say that and then when you get it here it's your giant problem.

We have regular customers come down to us and ask us if we can help them fix an existing trailer which they've brought in from overseas to save themselves a few thousand dollars.

The problem is it doesn't comply and the cost of getting it to comply quite often ends up higher than the actual cost of the trailer.

I'll give you a couple of examples.

In our trailers, you'll see stuff like there's actually a foam seal around the hatch to make sure that it's all going to be sealed.

There is also a rubber seal that goes around the serving shelf and this is all extra stuff that we do to make sure that trailers are right. If you don't put that little piece of rubber in place, what happens is you can cut your hands quite easily as there are some sharp parts around it.



Depending on the trailer, we'll do extra things like stainless steel on the door and a rubber seal. We also actually fill in the gaps because the council likes to know that these have been filled in.

Then you'll see we've got proper taps and not cheap flimsy Chinese taps that are actually plastic with a sort of makeshift hot water system.

We've also got our tanks underneath with proper drop-down legs.

So, it's like anything... if you invest in the right thing then it's a good investment but if you invest in the wrong thing then it can be a really bad investment.

We probably get half a dozen to a dozen customers per month coming back to us and saying, "Matt we've got this thing we bought second-hand elsewhere, and we've got major problems with it."

That's why we give you the no-questions 12-month warranty, so if there are any issues, we'll sort it out for you straight away.

Hopefully that helps you understand if a food trailer is a good investment or not for you.

## Can I see your food trailers on display?

**I often get asked if we have trailers on display.**

We have the largest and pretty much the only massive display in of 13 different food trailer and food truck models Australia and, if you come to visit us, you'll see our different models that are on display or you can simple watch a detailed video tour at [www.foodtrailerking.com.au/step3](http://www.foodtrailerking.com.au/step3)

You can see them and touch and feel them, including customers' trailers not far off being done.

There are many different examples such as:

- Maxi Elite
- Supersize food trailer
- Pizza trailer
- Barbecue trailer
- King Kong food trailer
- Super Size and maxi food trucks

There's a whole heap of stuff and you can see all the trailers. I believe that there's nowhere else in Australia that actually has this sort of setup and so much stuff to see.

We have people from Melbourne, Sydney, Perth regularly flying up here. They come through, check things out and so on.

You drive through a little country town, drive through the sugarcane fields on the way up, yet we're only about 20 minutes from the Gold Coast Airport.



You can always watch the videos where we run through some of the different trailers but if you want to physically touch, feel and see the trailers you're definitely welcome.

Just let us know in advance before coming. There's always someone here but we're going to make sure the right person's here to help you understand what exactly is in the food trailer you're looking at.

## **Can you start a food trailer business with no money?**

**Quite often, people ask me if you can start a food trailer or food truck business with no money?**

Honestly, starting any business with no money is difficult. You want to have yourself a little bit of a stable platform to start with and at least have a little bit of money behind you.

But if you were looking for a really cost-effective way and you didn't want to go and actually buy a trailer to start with, you can consider hiring a trailer.

We have a hire fleet to help people get into the business. You might hire the trailer for six or twelve months or something like that.

Once you go through, you might decide “Okay, cool, I've got my concept down pat” and you come back and buy a trailer.

You might find this trailer is too small and upgrade to a different size trailer.

So, technically, you can start with very little money, but no money is probably a little bit of a stretch. You can also get finance for your new food trailer or food truck.

## **What accessories can I have in my food trailer?**

**There are several equipment options and some items are part of the standard package on some trailers.**

It does depend on the food trailer – for example, our XL and up, the square trailers, obviously have a lot more options because there is physically more space.

Many of the elements are standard in the King Kong by the way, but you can add most stuff to any other trailer.

We don't do any of this crazy stuff of adding prices on later. We basically tell you what it is, and a complete trailer is a complete trailer.

For starters, we can have fridges and freezers. All our trailers come with the triple sinks; the triple sinks are required to make sure they actually comply with council regulations.

We can add a special coffee machine designed to run on just enough power so there are not going to be any issues when you're running your food trailer.

The pizza oven allows you to cook double layer pizzas. There is a cold bain-marie for when you're self-serving salads and so on that allows the goods to stay cool.



There is also a hot bain-marie that is actually standard inside the square trailers.

Over and above that, on some trailers, we generally add gas working and you can add a gas griddle that allows you to cook things quickly with the recovery time of the gas.

We also offer an oven with a gas cooktop that is sturdy and really heavy-duty. You literally open the oven up and cook whatever you need to do, and it runs on gas down the bottom and gas up the top.

We can also offer a chip warmer so you can add that in there as well. You might be getting the chips out and want to keep them warm so that's no problems at all.

Then we've got deep fryers, including a dual deep fryer.

We do have a trailer size to suit everyone. Go ahead and check them out. Full video tour is at [www.foodtrailerking.com.au/step3](http://www.foodtrailerking.com.au/step3)

We'd love to help you get into your own business today. A real business making real profits, real money, dealing with real people and highly profitable.

The most recession-proof business that exists in the world is food. We're looking forward to helping you.

## **How do I finance my food trailer?**

**Quite often people ask me how they can go about financing their food trailer.**

It's not difficult to finance your food trailer:

- You need to be working
- You need to have a good credit rating

- You need to know what trailer you want

If you have those three things, then all you need to do is have a chat to us.

Once we have a chat, I can work out exactly the overall cost and put you in direct contact with a finance broker that actually specializes in financing food trailers.

I will say one thing, always allow extra time because banks and so on do take quite a bit of time these days to sort stuff out.

I really hope that helps you understand how you go about financing a food trailer. It not hard just let us know what you want we can price it exactly and then once your funding is sorted we can get under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **How do I get customers for my food trailer?**

**Another question that gets asked quite often is, “How do I go about attracting customers for my food trailer?”**

To be honest with you, it's not actually that difficult. It's more about the will to get out there and do it.

The keys are to choose the right segments of customers, find the right locations and buy the right food trailer.

We go into the steps for attracting more customers in more detail in our training.



## How long should a food trailer take to build?

**People commonly ask me how long a food trailer should take to build.**

I hear all these stories of people saying six months, nine months, twelve months. That's just crazy.

You should be able to get your new food trailer in 30 to 40 days.

That's generally our turnaround time and it's quite often faster but I prefer to work on the 30 to 40 days.

Now don't ever leave yourself short because there are also busy times of the year when that timeframe can stretch out a little bit.

But it shouldn't be much longer and certainly it shouldn't take six, twelve or eighteen months or some crazy things. We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **How much does it cost to start a food trailer business?**

**A lot of people ask me how much it costs to actually start a food trailer or a food truck.**

Well it really depends on the model of the food trailer or food truck that you go for.

I can give a little bit of example of the range of options:

- One of our mid-sized trailers you can get for about \$12,490 + GST
- A XL is \$24,990 + GST
- Our King Kong is \$60,000 + GST
- You can go up to a truck that's \$90,000 + GST

So, the real start-up cost depends on you. We have a model to suite every budget. All our prices on our our website for all 13 models

The most important thing to do is make sure that you plan your business and understand and leave room for growth.

A common mistake that I see people make is they come in and they buy a tiny little trailer. They've got big plans, but they're scared to invest.

What ends up happening is they get out and their plans fall over because they bought the wrong trailer.

One of the things we do is, when we are talking to clients and helping them get into the actual food trailer, we make sure that they've got the right trailer for their actual circumstance.



So hopefully that helps you understand how to choose the right food trailer. The right trailer is never a cost it's a asset that's pays for its self over and over again.

## **How much will events charge me to enter my food trailer to attend?**

**Another common question we get asked is, “How much do events charge me to actually take my trailer in?”**

Now that's a very open-ended question. Sometimes, it's as little as \$50 and sometimes it's nothing.

Then, sometimes, they'll take a percentage of your sales and sometimes it might be a few hundred dollars.

It's a question to ask but really what you need to do is, when you're actually thinking about that consideration, don't worry about how much it costs, worry about what sales you might make for the day.

You can always try an event once and, with business, there are always pros and cons and upsides and downsides and risks and so on.

But, if you go in there, you actually invest and have a go, you might go, “Oh wow, it really worked really well” and then you go from there.

So, the right answer is very unclear. You have to really ask the event organizers.

## How profitable is a food trailer?

**One of the common questions I get is, “How profitable is a food truck or food trailer?”**

At the end of the day it really comes down to you and operating just like any other business.

But what I can tell you is some customer stories from the past.

I've had many people literally gotten their last dollar together to get going in their food truck or food trailer, and basically what happened is they just put all their energy into it and made really good money.

To give you some examples I've had people come through and go to festivals and literally sell out of food on the first day.

They then run around and get enough food for the next day and get double the order and literally pay half their food trailer off in a simple three-day festival.

Now that's not normal but if you wanted to look at rough numbers of what you can do, for example:

- If you sell \$1,000 a day worth of goods...
- You would expect about \$300 a day in materials...
- You might spend \$200 in labour....
- So, you make about a \$500 a day profit.

That's pretty good. That's half of most people's wages per week.

You can start off part-time and then work on it full-time.

We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)



## **How do I hook my food trailer to my car?**

**I often get asked, especially from people not familiar with towing, how everything should be hooked up to the car.**

With our XL food trailers, we put dual axles on them these days just so it actually balances out and it gives it a better carrying capacity.

When it's hooked up to the car, it sits nice and even and is not pushing the back of the car down or anything like that. We're very careful to balance things out correctly.

It does have a mechanical handbrake and mechanical brakes on the trailer. If you're not familiar with towing, there's a little lever that you can pull up so, when the trailer slows down, the trailer will apply its own brakes.

That takes the pressure off your car and makes it really simple.

The trailer has got all the gas and everything hooked up so it's basically a ready to go trailer with safety chains and pretty much everything there good to go.

## **Is it possible to lease a food trailer?**

**We commonly get asked, “Can I actually lease a food trailer?”**

The answer is yes. It's basically done on finance.

Generally, the best situation is if you've got an ABN over two years and sometimes industry experience.

If you don't have that then quite often what works is actually having a job working full-time and you want to get out, then a finance broker can organize your loan.

That's all stuff that we do so when you talk to us, we can help you lease your food truck and get the right loan and the right set up for you to make sure you're going out and getting in your food truck the right way to start with. We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **Should I buy a used food trailer?**

**I'm often asked whether it's a good idea to buy a used food trailer.**

Honestly, we have customers come in and they've bought a used food trailer. They thought they'd got themselves a bargain.

They come in with their actual food trailer, we take a look at it and give them a quote and work out what they need to do for repairs.

Then you don't hear from them for a while and later on they say, “Oh we sold that trailer because we figured out it was better to buy a new one.”



Then what happens is the same trailer comes back again when someone else has bought it and they say, “It doesn't comply. We need this fixing and that fixing.”

So, if you ask me should you buy a used food trailer the answer is a definite “No.” It ends up costing you more because you're not buying from a reputable proper supplier. We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **Should I mount my generator on my trailer?**

**A common question people always ask is whether you should mount the generator on the actual trailer.**

Now, in the past we have, and you'll see other people do it. But here's the thing that we found over time. Sometimes, you'll have an issue that, when you go to a location, the generator just happens to be in the wrong spot.

The way we set the trailers up, each of the inlets is a 15-amp. Then what we do is have a 3.5 kva generator. They weigh about 20 to 24 kilos.

You can move them around quite easily as they're on wheels. So, when you move the generator around you can plug the lead in to the trailer just like you'll plug it into a location.

You can even put the generator off behind the actual trailer or truck when you're actually there so no-one's hearing the noise.

So, my recommendation is do not mount the actual generator on the draw bar. While we have done it in the past, we found over time that it can be a problem when it's all bolted down. If you can't move it, that can stop you trading that day. We don't want that; we want it out there making money.

## **Should you use gas or electric for your food trailer?**

**Whether you use gas or electric for your trailer depends on your actual situation.**

In our standard XL trailer, it's got an electric deep fryer and electric grill. The problem is that does use a lot of power.

Now, if you're just using an electric grill, that's not so bad, if you're using one side of an electric deep fryer it's not so bad. But, once you are using them all together, it starts to use a lot.

So, almost every time with these XLs, we upgrade to gas work and we put a firewall in. We actually put in gas pipework and so on, all certified and signed off by a licensed gas fitter.

The big benefit of gas is it gets hotter easier and faster and then there is also faster recovery time.

To upgrade it and add gas in does add an extra cost but I always say to people that you're paying for it one way or the other.

You're paying for it in lost time and in power costs or you're just paying for it upfront. You have to spend more money to get a gas set up but it's much better.

Not everything can be gas. For example, the lights and the fridges and so on can't be gas.

But gas really brings your overall power consumption down and allows you to have a much better, much more efficient trailer because you can have everything working along together.



Hopefully that really helps you understand the relative benefits between gas or electric. We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **What car do I need to tow my food trailer?**

**A common question we get asked is, “What type of car do I need to tow my food trailer?”**

That depends on the actual food trailer. Something like our mid or large, they're generally under 1250 kilos.

Once you start stepping up above that the GVM, which is the gross mass of the trailer plus anything you put inside it, can go up towards two tonnes for something like the Maxi Elite or the XL. So, generally, you want a slightly bigger car.

I do see some people go and buy a second-hand four-wheel drive. It might be a \$5,000 to \$7,000 four-wheel drive – sometimes early 2000 model Pajero and stuff like that – and they just dedicate it to towing around their trailer.

If you step it up even further into for example a King Kong or or a Supersize, they've got electric brakes and so on, so you really need a four-wheel drive.

If you're unsure whether your car will tow something, the pages on [www.foodtrailerking.com.au](http://www.foodtrailerking.com.au) have the actual size and the weights of the trailers.

You can always Google your model of a car and it'll tell you the towing capacity.

All of our trailers have brakes, which makes it a lot easier for you because you don't have to worry about your car trying to slow the entire trailer down.

Hopefully that helps you understand what size car you need to tow your trailer because it really depends on the trailer.

## **What guarantee should come with my food trailer?**

**Many people want to know what guarantee or warranty they should ask for with a food trailer.**

You should be looking for a 12-month, no questions asked warranty.

Now, sometimes things that happen aren't necessarily even our fault. For example, if someone knocks over a jockey wheel, we'll do the right thing and help them out and get them a new jockey wheel and that sort of stuff.

That's the type of guarantee you should be looking for – 12 months, no questions asked.

If you've got a problem, we'll aim to very quickly solve it for you.

## **What licences are required for your food trailer?**

**An important question is what licenses are required to actually get the food trailer.**

It's not that difficult. Essentially there are two licenses you would normally need.

First you need to actually have one to say that your food trailer complies with your local government health regulations.



Now we guarantee that all our food trailers will comply with local government health regulations. So no need to worry there

If they don't for some reason, say some crazy inspector came along and it wasn't approved, we'd go through and actually make sure we fixed it until it did. That's guaranteed in writing.

Second thing you need is a food safety handling license.

That can be easily done online yourself. You just literally Google “food safety handling license” and you go through and do that license. It's no problem, it's nice and easy to do.

You'll need that for yourself because quite often the local council will ask for that, and also festival organizers and so on.

They need to know that you actually know what you're doing handling food.

Now I said two licenses, but there is a third one sometimes. If you wanted to be set up in a permanent location, that's generally controlled by either a local or state government.

If you're going to be there for a long period of time, they generally want an actual permit.

If you're coming and going and changing all the time, you're not so bad. Most people don't get a permit because they're just coming and going all the time.

At least you know where you stand in relation to what type of licenses you need for your food trailer or food truck.

I hope that helps you and gives you a little bit more information to help you understand just how easy it is to get into your own food trailer or food truck.

We can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)

## **What should I look for from my supplier of a food trailer?**

**Another important issue is what you should look for from the supplier when you're actually buying a food trailer.**

The first thing you want to ask is, do they have an actual physical location? We have a factory and our location is in South Murwillumbah.

The second thing you want to look for is whether they 100% guarantee compliance. They should have something written guaranteeing compliance and obviously we do that.

The third thing you want to look for is are they going to offer you back up and support? If you're buying from some random backyarder or some random ad from China or on Gumtree, then that's probably not going to give you backup and support.

You'll be left completely on your own. You might save a few dollars, but you'll find out it's going to cost you a lot more in the long run because it doesn't comply.

The fourth thing you want to look at is, do they actually have trailers on display? Trailers that you can touch, feel and see.

The fifth question to ask is will they actually help you with the council permit? Do they have all the proper paperwork and procedures in place?

If you come to our site, you can see it is set up where we manufacture the trailers, and everything's been done properly.

This is the type of company you want to buy your food trailer from.

We spend a lot of money to set this up and we spend a lot of money to do things correctly so that you get a trailer that's proper and correct when it's all done.



Hopefully that helps you understand what type of company you should actually buy a food trailer from.

## **What size generator should I buy for my food trailer?**

**Another important question that we get asked is about what type of generator should be used for a food trailer.**

All our trailers are set up with multi-inlets and one inlet will take a 15-amp supply.

The main generators we use are EasyGen and they are approx. \$950 + GST. So, they are much more cost-effective than for example a Honda.

It's quite light and it's got wheels so you can literally roll it on two or four wheels. It's got double outlets designed to run 15 amps.

The best thing is it's got a remote start and an electric start as well, so these are really good.

For example, two fridges, the hot water system, range hood and also the lights can all be run off one of these small generators.

The biggest advantage is you can just have a normal 15-amp lead that you can buy from wherever.

You can literally wheel this out behind the trailer, so the noise doesn't go anywhere.

You'll generally get between six and eight hours on the actual tank.

Our customers, when they are using multiple circuits, often buy multiple generators. That's much more cost-effective and much more reliable because sometimes you're not using all the circuits for example.

This is really the best way and the right generator to select for your food trailer and we can supply it as part of your food trailer if you want to.

## **Where can you park with a food trailer?**

**A common concern of many people is where they can park with a food trailer.**

Honestly the answer is you can park virtually anywhere.

As far as the rules and regulations go, you can only ever park on private land. If you park on private land, then generally there's no concerns or anything in regard to councils.

If you park in council areas, it's just like parking a vehicle I guess you might say. If you park a car in one spot all the time, and you leave it there 24/7, you're obviously going to have problems with the council.

But if you're going with your food truck or food trailer to an industrial area, then you go into another area and another area and you're moving around, then people generally don't have any problems with that.

If you want to use a council area, then generally you have to have a conversation with the council. Most are quite helpful, it's a matter of talking to them about what you want to do. Generally, they'll get you to fill out some forms and sometimes they'll charge you money.

If that's the case, you pay a little bit of money, but you've got your spot and you can start making money with your trailer.



## **Will the council want to inspect my food trailer?**

**People often ask whether, once their trailer is built and they put the paperwork in to the council for the food safety, if the council will actually want to check the trailer.**

In almost all circumstances, the council will want to check your actual trailer.

Even though we give you all the paperwork, and we help you put the actual permit in, the reason why they want to do that is they actually want to see it with their eyes.

The truth is that, unfortunately not everyone's 100% honest, and sometimes they have people saying that something complies when it doesn't necessarily comply.

So, you should always expect the council will want to check it once.

That's why it's really important that, when you're investing in your trailer, you invest in someone that's got a proper background and knowledge of building the trailers correctly.

You also want to invest in someone that can actually offer backup support in case you have any problems going forward.

## **Why do food trailers make a good mobile business?**

**If you've been looking at opportunities before, you've probably seen someone offering you the next magic pill or the next super new way to make money.**

My belief is that the easiest and the fastest way to escape your 9 to 5 and get out to live a life that you want to live... provided you've got a little bit of a passion for it... is a food trailer.

With our food trailers, you can get started with easy weekly repayments.

This is a real business that gives you a real income with real people.

You're not tied down to one location, you can work on a weekend or a Saturday or a Sunday and take the rest of the week off or you can work during the week in industrial areas.

There's 101 different ways to make money.

I hope the book has helped you if you have other questions please just reach out and ask, remember we can get your food trailer or food truck under way just contact us on 1300 247 066 or email [office@foodtrailerking.com.au](mailto:office@foodtrailerking.com.au)



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Honestly, a food trailer is a real proper business dealing with real people, getting real money. Day-in day-out. You can do it as little or as much as you want.

There are many things you see out there and all these wham-bam crazy new ideas to make money. But, at the end of the day a food trailer is traditional, it works, and people eat.

It doesn't matter where you are, where you're located. If you've got a few people around you, everyone's got to eat three times a day.

It's the most recession-proof longest-standing business there could possibly be. The start-up costs are quite low when you compare it to other businesses, and you end up with an asset which is the actual food trailer.

**THE AIM OF THIS BOOK IS TO ANSWER MANY OF THE MOST COMMON QUESTIONS WE FIND THAT PEOPLE HAVE ABOUT THIS BUSINESS.**

**I HOPE YOU FIND IT HELPFUL.**