

A RECIPE FOR SUCCESS



The Tasty Trucks journey began in 1979 for Colin Lear when he purchased his first mobile food van in Blackburn, Melbourne.

A 30-year-old with two children, Colin was tired of his 9am to 5pm job and had visions of creating his own empire.

With a lock-up corner shop for a kitchen, Colin would begin his day at 3am every morning, preparing fresh food for his customers. This was the beginning of a 'fast food evolution'.

Five years later, the business had four mobile food vans on the road and Colin's visions started to become a reality. Colin's family became involved and eventually they took the business to six mobile food vans operating in south east Melbourne.

Despite the organic growth of the business, Colin felt that with the right levels of investment, he could take the business model to an exciting new level.

In 1989, with bigger visions, Colin sold his six mobile food vans and began a new operation, Tasty Trucks. Colin ensured the

whole operation was under one roof at a factory in Bayswater. This took the business to a whole new level with 10 mobile food vans on the road in the space of three years (1992).

He soon took control of the factory next door and injected a further 10 vans into the business.

Wind the clock forward 30-odd years and Colin now has a fleet of more than 60 state-of-the-art Tasty Truck vans serving over 15,000 workers across Melbourne every business day.

Tasty Truck's hub is the food processing, production line facility and depot in south east Melbourne, as well as a distribution depot in north west Melbourne in Tullamarine. With these two locations, Tasty Trucks currently employs 170 people.

Colin is immensely proud of his business and is looking forward to helping his fleet of 'Vanchisees' achieve their personal success through owning a Tasty Trucks franchise.

Tasty Trucks has its eye firmly set on interstate expansion. They are looking for

motivated individuals to join the company. Now is the time to jump behind the wheel of an iconic brand that will help take you on your very own business journey.

Making a difference

For almost 15 years, Tasty Trucks has been supporting the St Vincent de Paul Society to serve up to 500 meals daily to homeless people around Melbourne.

Every working day, St Vincent de Paul Society volunteers arrive at Tasty Trucks Ferntree Gully and Tullamarine depots and load the food vans with fresh product that has not been sold during the day.

From 7pm the same evening, the food vans hit the streets and serve hot and cold meals to people who are homeless.

For Brother Doug Walsh, President of the Society's Victorian soup vans, Tasty Trucks is a lifeline to people living on the streets of Melbourne.

"Tasty Trucks provides us with almost 150,000 quality, fresh meals per year – you can't put a price on that level of support," Brother Walsh said.

As well as providing fresh food every day, Tasty Trucks also played a major role in helping the St Vincent de Paul Society equip their food vans with the latest health and safety features, allowing them to keep hot food warm and cold food refrigerated.

As part of the Tasty Trucks family, you have the opportunity to develop a sound business for yourself as well as the pride in knowing that you are also helping support others in your community.

For more information contact Tasty Trucks at:

Phone: 1300 827 898

Web: www.tastytrucks.com.au

Tasty Trucks Vanchise

Be Your Own Boss! The 'one-of-a-kind' Tasty Trucks Opportunity

- ✔ Do you love having fun in your workplace?
- ✔ Do you enjoy being social & meeting new people?
- ✔ Do you have a passion to make your mark & own your own business?
- ✔ Do you have energy to burn?

It's time to jump behind the wheel of an iconic brand that will help take you on your very own business journey – Tasty Trucks.

For more than 20 years, Tasty Trucks has enjoyed steady growth and stamped itself as Melbourne's premier quality, mobile lunch service. When you become a Tasty Trucks Vanchisee, you can expect a wealth of support from the experience and knowledge of the national Vanchise support team.



*Working as my own boss is great with a Vanchise!
I get all the perks of owning my own business
but have the full support and stability I need
from Tasty Trucks. Bec...Vanchise 33*

Apply + Info www.TastyTrucks.com.au