

TRUCKS, CARTS & CORNERS

THE RISE OF STREET FOOD IN THE US



TOP STREET FOOD IN THE US



asian



american



mexican



fusion

St. Louis

0 14 29
2010 2012 2014

Boston

6 17 56
2010 2012 2014

Los Angeles
1000+
2014

Food Trucks by City**

New York City
3000+
2014

*Source: Datamonitor **Source: Mintel ***Source: Boston Globe

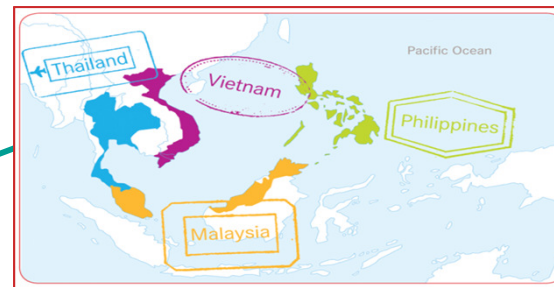
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CONCEPTS

ASIAN STREET FOOD

STRAIGHT FROM THE STREET

- Malaysian Curry Puff
- Filipino Adobo Pork
- Malaysian Ayam Perik
- Vietnamese Spring Rolls
- Steam Buns with Chili Crab Filling



MAINSTREAM

- Sriracha
- Asian Adobo
- Potsticker
- Vanilla Chai
- Sweet Chili & Garlic
- Sweet & Spicy Curry
- Chili Pepper
- Soy Ginger

WHAT'S NEXT

- Malaysian Satay
- Thai Green Curry
- Shichimi Togarashi
- Filipino Adobo
- Rendang

CONCEPTS

LATINO STREET FOOD

TRADITIONAL LATINO PROFILES

- Chile Limon
- Chipotle Limon
- Chile Con Queso
- Pico de Gallo
- Salsa Verde
- Salsa Picante
- Habanero
- Jalapeno
- Guacamole
- Fajita
- Limon
- Hot (Fuego)
- Cilantro & Lime



REGIONAL MEXICO

- Pasilla Chili
- Tinga
- Al Pastor
- Pipian Rojo
- Baja
- Vera Cruz
- Chorizo Chipotle
- Mole Poblano
- Pollo en Escabeche
- Salsa Caliente Rojo
- Chamoy
- Dulce de Leche

BEYOND MEXICO

- Jamaican Jerk
- Picadillio
- Ropa Vieja
- Sofrito
- Mango Salsa
- Adobo
- Ajili Mojilli
- Chimichurri
- Guasacaca