



NEW YORK

FOOD TRUCK ASSOCIATION

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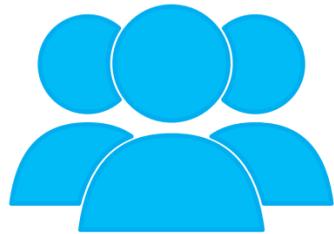
ABOUT NYFTA

The New York Food Truck Association (NYFTA) is a group that focuses on full-service mobile catering and experiential marketing in New York, with fast-growing nationwide coverage.

Our mission is to curate unique, memorable mobile experiences by connecting clients to local food truck vendors and offering endless food truck possibilities. We are a team of creative minds and industry experts, driven to help companies of all shapes and sizes build brand awareness, audience engagement and consumer loyalty.

We strategize, we plan, we over-deliver. We sweat the details so you don't have to.

OUR EXPERTISE



EVENT CATERING

We provide gourmet food truck catering and consulting services for corporate, private and large-scale events. Events range from festivals, to weddings, office parties, conventions and birthday celebrations.



BRANDED ACTIVATIONS

We bring interactive experiences to the streets and make your brand come to life. Types of mobile marketing include product sampling, brand awareness, mobile showrooms and consumer engagement.

PROJECT CYCLE



CONCEPT DEVELOPMENT

whether it's a detailed marketing plan or a big idea you need help polishing, we will coordinate the logistics to ensure your vision comes to life.



LOCATION SELECTION

we have an unlimited inventory of parking spots, so you can reach your target audience and create unforgettable experiences anywhere you can think of.



CUSTOMIZATION

meet your goals and objectives with endless customization possibilities, from unique wrap design to branded packaging to interior and exterior decorations and so much more!



EXECUTION

we're pros, which means you can sit back, relax and enjoy your event while we ensure it goes off without a hitch.

COMPETITIVE ADVANTAGES



Permits and location scouting



Real-world impression analytics



Vehicle graphics



Photo and video services



Custom menu development



Sales tracking



Brand ambassadors



On-site logistics



Department of Health approved members



Exterior dynamic video display

TOTAL CUSTOMIZATION



ADD-ON SERVICES



BEVERAGE DISPENSING BACKPACKS



PRIZE WHEEL



PHOTOBOOTH



BRAND AMBASSADORS



GOBO PROJECTOR



DYNAMIC DIGITAL DISPLAY



SECURITY



DATA COLLECTION

BRANDED ANYTHING!



CUPS



NAPKINS



FOOD



PRIZES



SIGNAGE



WATER BOTTLES



ART ATTACHMENT



MENU

OUR MEMBERS



VanLeeuwen



GLAZED &
CONFUSED
FRESH MINI DONUTS



Leila's
Crepe Station



melt
ICE CREAM SANDWICHES • NEW YORK



OUR CLIENTS



amazonstudios

ZARA



UBER
eats

jetBlue

A+E
NETWORKS

miu miu



CALIFORNIA
FARMS®



MiQ

Google

ADWEEK



ACTIVISION
BLIZZARD

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republic
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VICE

CASE STUDIES

RALPH'S COFFEE LAUNCH

CUSTOM BUILD-OUT

Client: RALPH LAUREN

Location: NYC

Year: 2018 & 2019

Total Served: 10,000

Ralph Lauren wanted to create an unforgettable launch for their new coffee brand, Ralph's Coffee. Together, NYFTA and Ralph Lauren designed the original Ralph's Coffee vintage food truck and served free cups of coffee to thousands of guests in front of their Soho store. This vintage food truck served as the model for the current Ralph's Coffee truck stationed at 45 Rockefeller Plaza today.





U.S. WOMEN'S NATIONAL SOCCER TEAM

BRANDED PROMOTION

Client: 

Location: NYC

Year: 2019

Total Served: Over 2,000

Twitter partnered with NYFTA to promote the advancement of the U.S. Women's National Soccer Team by designing a truck that would stop at 20 marketing agencies over the course of 3 days. While the audience waited in line for free french fries and lemonade, they had the chance to spin a prize wheel to win Apple AirPods or an Apple TV, and were encouraged to follow @USWNT on Twitter to show their support.





NYC PRIDE FESTIVAL

BRANDED PROMOTION

Client: **ZARA**

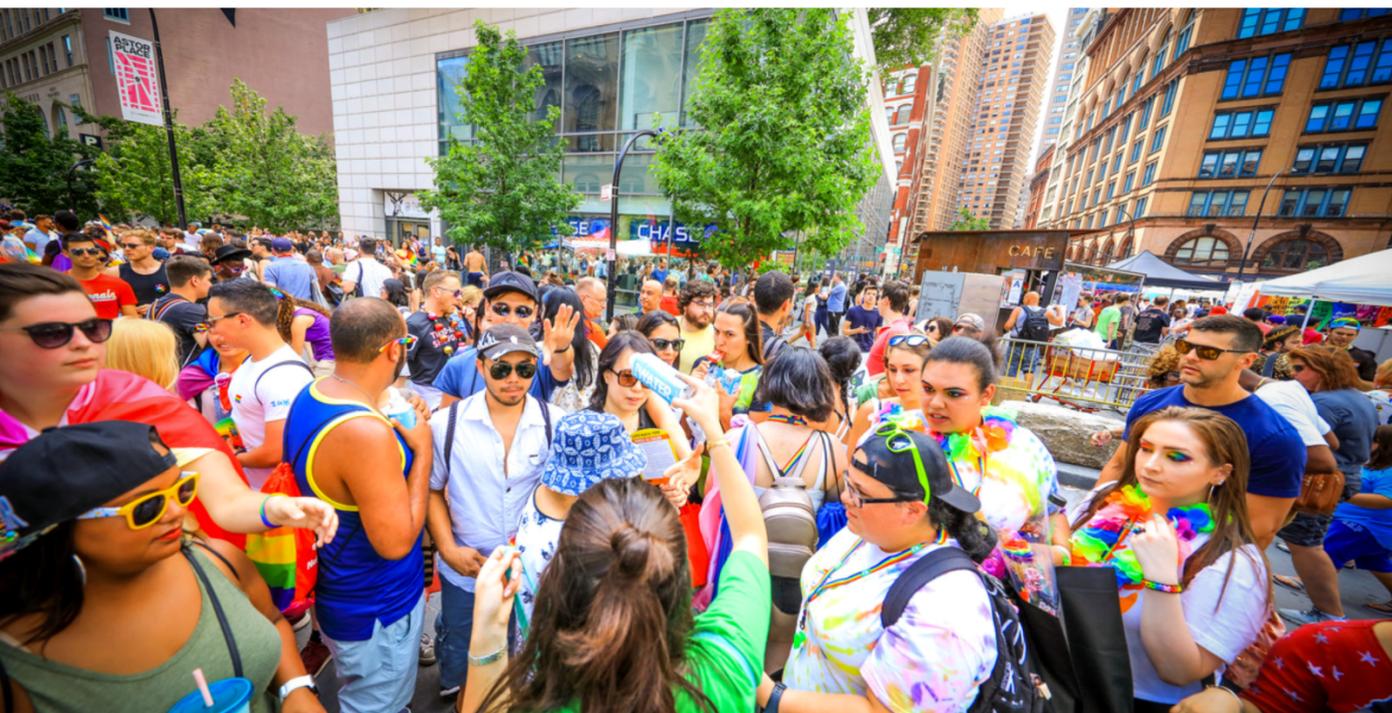
Location: Cooper Square

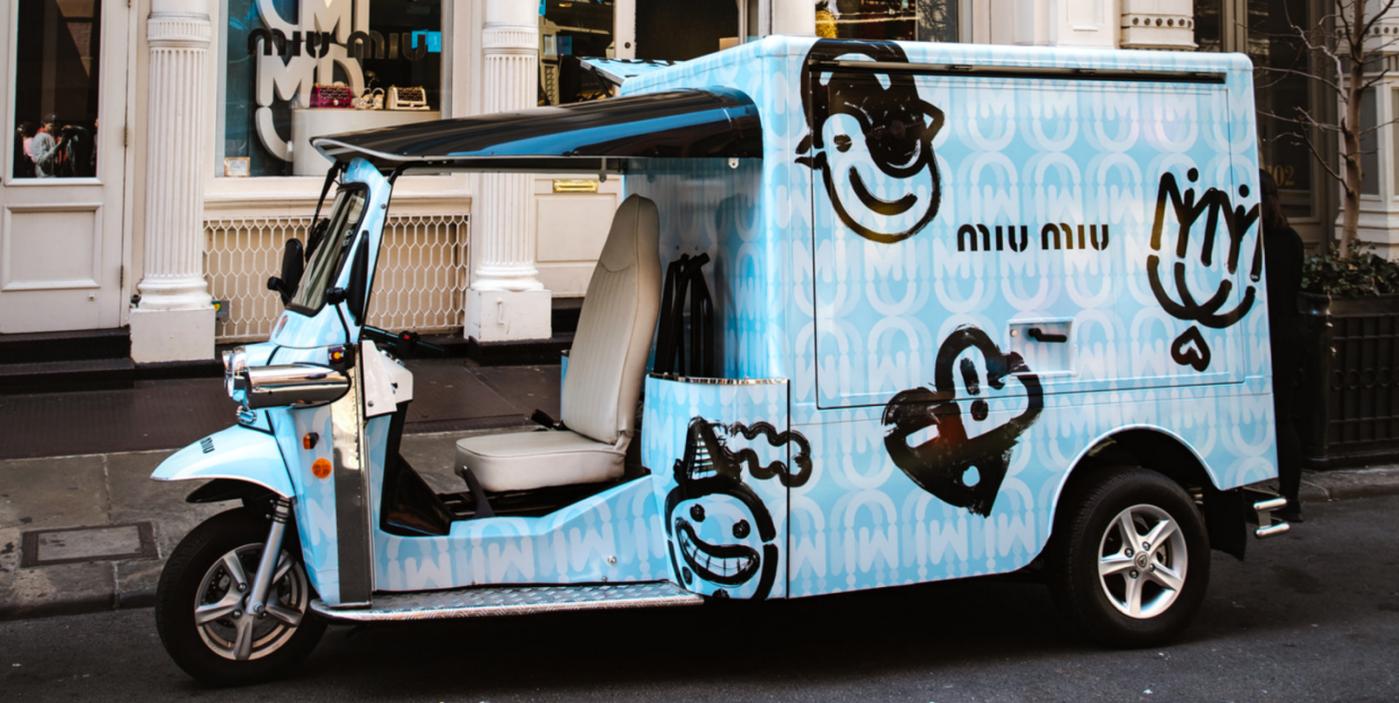
Year: Summer 2019

Total Served: 9,000



Zara and the NYFTA collaborated to celebrate Pride Month by handing out free cartons of JustWater to festival attendees, which was incredibly popular on a hot summer day. The featured glass truck was lined with a rainbow selection of flavors in the interior to give off the illusion of the Pride Flag. This artwork was a showstopper and served as ultimate backdrop for #pride social posts that went viral.





NEW LOGO LAUNCH

BRANDED PROMOTION

Client: **MIU MIU**

Location: Miu Miu Soho Store

Year: Winter 2019

Total Served: Over 2,000



To drive awareness to their new logo launch, Miu Miu collaborated with NYFTA to customize their own branded food truck. Branded cups and marshmallows, along with a beautiful detailed truck wrap, all incorporated their new design. The truck was stationed directly in front of the Miu Miu store in Soho, which displayed some of their fashion merchandise, while offering free cups of hot chocolate to passerbyers,

MORE



PROMOTIONS



CONTACT US

Let's get started.

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