

# 3B Events

## Agenda

- Event Video - Have You Seen Us?
- Our food truck partner, 3B Events
- The Mobile Food Truck Explosion
- Food Truck Event Benefits
- Which Clients Do These Events Work For?
- Quantities

# 3B Events

- Lori Barbera
- Over 18 Years of Restaurant & Event Experience
- CEO & Founder, 3B Events
  - ✓ Launched & Acted as Director of Events for The One Group in LA (STK, One Sunset, Coco de Ville, Bagatelle)
  - ✓ Current Event Clients Include Sony, Netflix, Warner Brothers, Apple, Fox, HBO, Wolfgang Puck, Universal, The Marriott
  - ✓ Currently Operate 3 Food Trucks Lots (Warner Brothers, Sony, Universal)
  - ✓ Orchestrate & Book All Food Vendors for Annual Events (Rose Day LA, Nights Of The Jack, Holiday Road)
- Co-Owner, Baby's Badass Burgers
  - ✓ Developed Concept & Launched in 2009
  - ✓ Currently Have 4 Trucks (2 Los Angeles, Orange County, San Diego)
  - ✓ Expanded Brand Into Several Brick & Mortar Locations
    - Local Kitchens Food Halls - Huntington Beach, Palo Alto, Lake Forest
    - Co-Lab - Vista, CA

# The Mobile Food Truck Explosion

## WHY DO PEOPLE LOVE FOOD TRUCKS?

Let's be honest, food trucks are still a novelty in most markets so people who go to them feel like they're ahead of the curve and super on-trend with their dining choices.

So first and foremost....

- Food Trucks Are Cool!
- Food Trucks Offer a Change in Pace
- Chef Driven
- Introduction to New Cuisines
- New Spin on Old Favorites
- Food Courts on Wheels
- Meet New People & Get Out & About
- Convenient & Fast
- Fresh Menu Items & Ingredients

# Benefits

- 3B Events Gives Your Guests An Opportunity to Enjoy the Best of LA/OC's BOOMING Food Truck Scene (soon Dallas!)
- Many Corporate Groups Are From All Around The Country & Do Not Have Access to One of The Hottest Culinary Trends Right Now
- Guests Have The Opportunity to Choose From A Multitude of Cuisines

# Which Clients Do These Events Work For?

Anyone & Everyone!

Doctors, Attorneys, Actors, Dentists, Biochemists,  
Schools, Movie Sets, Software Developers, Sales  
Reps, Economic & Financial Consultants, Insurance  
Agents, Pharmaceutical Reps, Womens Technology  
Groups, Real Estate Agents, Computer Technicians,  
Healthcare Professionals, Business Analysts,  
Accountants, Genetic Researchers...

And these are *ACTUAL* past clients

# Quantities

## 1 ½-2 Hour Event...

(We Account For 2 Savory & 1 Dessert Per Person OR  
3 Savory & 1 Dessert per person)

**\*\*Trucks can serve on average  
120-200 savory meals/hr**

(numbers below based on 2 savory & 1 dessert per person)

- 350 Guests
  - ✓ 700 Total Savory Meals & 350 Desserts
  - ✓ 3 Savory Trucks & 1 Dessert Truck
- 500 Guests
  - ✓ 1000 Total Savory Meals & 500 Desserts
  - ✓ 4-5 Savory Trucks & 2 Dessert Trucks
- 700 Guests
  - ✓ 1400 Total Savory Meals & 700 Desserts
  - ✓ 6-7 Savory Trucks & 3 Dessert Trucks
- 900 Guests
  - ✓ 1800 Total Savory Meals & 900 Desserts
  - ✓ 8-9 Savory Trucks & 3-4 Dessert Trucks