

How Social Media Has Fueled The Rebirth Of A Dining Category.

The revitalized image of the iconic food truck has taken the country by storm. These “mobile eateries” owe a great deal to the buzz of social networking sites, as well as the professional chefs and restaurateurs who prepare the gourmet style creations served on curbs across the country. Conquering city streets in New York, Austin and Los Angeles and now even spreading to smaller metropolitan areas across the country, this new generation of food trucks allow owners to serve inexpensive meals and snacks to customers who are looking for delicious and fair priced cuisine.



In an effort to differentiate their business from other food vendors, these mobile restaurant owners have turned to the popular micro-blogging site Twitter to not only create a customer base but also market their on-the-go eateries.

Twitter provides these operators with an inexpensive and easy way to update customers on their whereabouts, menu offerings and even promote daily

specials. This food truck “evolution” has changed the way consumers dine in many locations, and has “revolutionized” the way restaurateurs across the country interact with their customers.

Following are a few examples of the now famous “mobile eateries” in Los Angeles, New York and Washington DC.

@Kogibbq

Kogi Korean BBQ-To-Go has built a loyal customer base with over 60,000 Twitter followers. Four color coded Kogi trucks travel the streets of Los Angeles day and night delivering Mexican and American style street food with a mix of Korean flavors. Kogibbq tweets inform customers of upcoming locations and times, as well as updating waiting customers when trucks are stuck in traffic and running behind schedule.

Kogi’s founder Roy Choi is receiving recognition off of LA curbs as well. Food & Wine magazine cited Choi as one of ten in its annual list of best up-and-coming chefs. Choi, 39 unveiled his food truck in 2008 with the goal of targeting young club-goers and watched his business blossom with the use of Twitter.

@WaffleTruck

New York’s popular Waffles & Dinges food truck cruises the streets delivering delicious waffles with a variety of dingles (toppings in Belgium) all while updating its over 6,000 Twitter followers on locations, specials and popular daily challenges.



@SweetflowMobile

Branching off from Sweetgreen, its parent casual dining restaurant, the Sweetflow Mobile Bus serves frozen yogurt known to followers as Sweetflow, as well as all natural salads and organic oatmeal to customers in Washington D.C. You can find them on Twitter, or spot them driving through the streets of DC playing the latest music and dishing out great food with farm-fresh ingredients.