



NEW YORK FOOD TRUCK ASSOCIATION

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ABOUT NYFTA

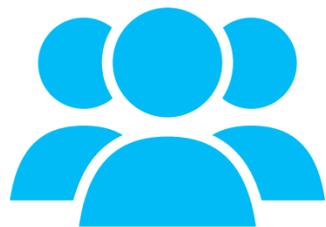
The New York Food Truck Association (NYFTA) is a group that focuses on full-service mobile catering and experiential marketing in New York, with fast-growing nationwide coverage.

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



GIVE US DETAILS

date, time, and number of people.



PICK YOUR CUISINES

from 50+ premium food trucks with eclectic menu variations.



CUSTOMIZE YOUR EXPERIENCE

by designing your own menu board, or adding on interactive elements such as a photo booth or gobo projector.



SIT BACK. RELAX.

and enjoy your event while we ensure seamless execution.

OUR SERVICES



Permits and location scouting



Real-world impression analytics



Vehicle graphics



Custom menu development



Sales tracking (for sales events)

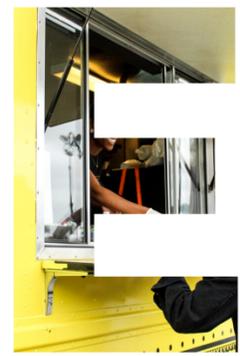


On-site logistics



Department of Health approved members

CULSINES



ASIAN FUSION

GREEK

MEXICAN

BANGKOK STREET FOOD

GRILLED CHEESE

MEXICAN ICE POPS

BBQ

GOURMET POPCORN

MOZZERLA STICKS

CHEESE STEAKS

HOT DOGS

PIES

CREPES

ITALIAN ICES

SOFT SERVE ICE CREAM

DONUTS

ICE CREAM SANDWICHES

THAI

EMPANADAS

LOBSTER ROLLS

WAFFLES

ETHIOPEAN & ERITREAN

MAC AND CHEESE

WOOD-FIRED PIZZA





OUR MEMBERS



OUR CLIENTS



amazonstudios

ZARA



UBER
eats

jetBlue

A+E
NETWORKS

miu miu



CALIFIA
FARMS®



MiQ

Google

ADWEEK



ACTIVISION
BLIZZARD

care/of



NEW YORK
COMIC CON



CONDÉ NAST

HBO

republic
records

VICE

CASE STUDIES



ABEETZ AFTER-PARTY

WEDDING

Client: Lisa and Mike

Location: Brooklyn, NY

Year: 2017

Total Served: Over 250

NYFTA ensures a stress-free wedding day so that the only thing you will be focusing on is laughing and dancing the night away. For Lisa and Mike's wedding night, NYFTA organized a pizza truck after-party, while covering all catering logistics and dietary accommodations. What better way to surprise 250 wedding guests than with wood-fired pizza and a photo booth to go along with it?

DUGGAL HOLIDAY PARTY

PRIVATE CATERING EVENT

Client: **Google**

Location: Duggal Greenhouse

Year: 2017

Total Served: 1,000

With its tall wall of paneled windows facing the East River and a skyline that glows at night, there's a reason NYFTA recommends Duggal Greenhouse for large private parties. In 2017, Google partnered with NYFTA to cater their Holiday Party for 1,000 guests. Food trucks proved to be an efficient alternative to a sit-down dinner because guests were able to customize their orders to their liking. They happily went for seconds, thirds, and some even tried all ten trucks!





DELTA EMPLOYEE APPRECIATION DAY

CORPORATE CATERING EVENT

Client:  DELTA

Location: JFK International Airport

Year: 2017

Total Served: 2,500

Delta Airlines partnered with NYFTA to treat their employees from all departments with a delicious and complimentary food truck lunch. With several cuisine options and customized menus to choose from, NYFTA brought the excitement of a corporate catered lunch to a whole other level.





ORACLE SPONSORED LUNCH

CORPORATE CATERING EVENT / BRANDED PROMOTION

Client: **ORACLE**

Location: NYC

Year: 2019

Total Served: 200

Oracle partnered with NYFTA to customize their own food truck wrap and cater a private lunch for employees at The Trade Desk. Oracle developed their own custom menu board and served build-your-own tacos with chicken, steak and vegetarian options to choose from.





NEW YORK COMIC CON

LARGE SCALE EVENT

Client: **NEW YORK COMIC CON**

Location: Jacob K. Javits Center

Years: 2015, 2016, 2017, 2018

Total Served: 35,000

In 2015, the NYFTA launched and annually operates the New York Comic Con Food Truck Lot at the Jacob K. Javits Center. Each year, the NYFTA arranges a handful of food trucks and carts that capture the best flavors of NYC for hungry con-goers to enjoy. The best part? The food trucks are accessible to everyone without leaving the center grounds.





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.



MORE



PROMOTIONS



CONTACT US

Let's get started.

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