

# FOOD TRUCK

## FRENZY

Katy food trucks serve up delicious delicacies

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**Y**ou've seen them. Rumbling, brightly-colored trucks clad with logos beckoning foodies with their gourmet treats. Food trucks are taking the street-food game to a higher level and they have no intention of backing down any time soon.

### Growing Craze

Although selling food from a moving vehicle can be traced back in history over 100 years, the real craze began in 2008. Since then, they began appearing at festivals, fairs, special events, and even your neighborhood apartment complex.

Chef Armando Garcia at Curbside Sliderz, started his food truck five years ago. "In Katy it's going well for us," Garcia says. "They accepted us with open arms." Owner Leonardo Villarreal adds that he receives 10 to 15 phone calls a day and that the truck is usually booked about a month in advance.

After Cousins Maine Lobster owner Neil Werner began his operation in January 2015, he soon realized he was going to have to increase his operation. "Within 24 months, we

expanded from one truck in Houston to eight trucks in Houston, Dallas, and San Antonio due to overwhelming demand." In Houston alone, they visit over 200 events per month, over 2,000 per year, and have been seen at local spots like LaCenterra, Bridgeland, Cane Island, and No Label Brewing Company.

### Gourmet Grub

The unique offerings you can often find certainly give food trucks their own special appeal. Phi Nguyen, owner of The Waffle Bus, loves coming up with signature creations. For instance, the original fryder is their take on a traditional "slider," which includes bite-sized chicken sandwiched between crispy seasoned waffle fries used as buns. For Good Dog Houston, they take an American classic and turn it on its head. The Curryous Frank combines curried scooter onion relish, cilantro chutney,

sweet potato crisps, sriracha ketchup, and roasted garlic aioli.

### Driving Business

Scott R. Chapman, pastry chef and owner of Proud Pie, utilizes his food truck as a way to prospect in other markets. He sends a weekend food truck to Sugar Land to tantalize new customers with favorites like the state fair caramel apple and Ghirardelli chocolate silk pie.

"The ability to be mobile allows us to touch people all over Houston and its suburbs," Werner adds. "We can serve our award-winning menu at an office building for lunch then an apartment complex for dinner. Where we can go is limited only to distance and timing."

So the next time you're faced with the formidable, "What should we eat?" head to the land of the food truck. They have plenty of options and where two or more are gathered, there foodies shall be, too. As Garcia says, "If the food is good, the people will come." KM



### KATY FOOD TRUCKS

Bernie's Burger Bus  
Cousins Maine Lobster  
Curbside Sliderz  
PDQ  
Piggy Pibil  
Proud Pie  
The Waffle Bus



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