



OFFICE OF THE MAYOR
CITY OF CHICAGO

FOR IMMEDIATE RELEASE

August 15, 2013

CONTACT:

Mayor's Press Office

312.744.3334

press@cityofchicago.org

BACP:

312-744-5365

Jennifer.lipford@cityofchicago.org

CITY ANNOUNCES 4 NEW FOOD TRUCKS

New Food Trucks Serving BBQ Favorites and Frozen Delights Brings the City's Cook on Board Truck Total to 17

Mayor Emanuel announced today the latest round of food trucks that will be rolling out and joining Chicago's growing food truck industry. Four new mobile food trucks will hit the streets this month. The most recently licensed cook-onboard trucks are the result of Mayor Emanuel's reforms passed by City Council last summer. The new food trucks are: The Husky Hog BBQ, the City's first BBQ truck equipped with an onboard smoker; Jeni's Splendid ice creams, serving American handmade ice cream with unique flavors; Starfruit, the Kefir yogurt known for smoothies, parfaits and frozen treats; and Mar ice cream truck serving shakes and sundaes.

"Chicago's food truck industry is as diverse as the city it serves and we remain committed to creating the conditions and opportunities that will allow the food truck industry to thrive, create jobs and support a vibrant food culture across Chicago," said Mayor Rahm Emanuel.

The City has approximately 120 food trucks serving hungry diners, including 17 trucks licensed to cook on board with more expected to be rolling soon to a street near you. The City has worked closely with new applicants to help trucks get started and launch their business, dramatically improving the licensing process by providing mobile food entrepreneurs with specialized business consultants and weekly hands on consulting sessions with the Health and Fire Departments.

Husky Hog BBQ owners Lauren and Joseph Woodel are extremely proud of their newly launched truck, "Our truck features the 1st on-board smoker in all of the Midwest and we are proud to serve our spin on artisanal bbq here in Chicago," said Lauren Woodel.

In addition, the Husky Hog took advantage of the City's sponsored micro-lending program. The truck received a \$10,000 microloan from the Women's Business Development Corp, a graduate of the City's Microlending Institute. To date, more than 80 small business owners have received \$650,000 in loans, creating or preserving approximately 350 jobs.

The announcement of the new trucks comes on the heels of this summer's wildly successful food truck premiere at Taste of Chicago, July 10-14, 2013 in Grant Park.

Photos of the new trucks are attached.

###



