



Promotional Activations

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Launching a new product? **Promoting** your brand? Want to engage consumers in the most personal way possible? Gourmet food trucks are street marketing at its best. Contact us anytime to brainstorm ideas to fit your needs. Here are some samples of our work:



ESPN World Cup Experience

Provided activation and execution of ESPN's World Cup Experience via a fully branded, complete food and beverage service food truck. Included large screen television for live World Cup viewing and specialized Kogi menu.



Microsoft Windows' "Meet & Eat"

Provided Microsoft 4 fully branded food trucks for a national tour. On-site catering, logistics, and consulting for Microsoft's campaign to raise awareness of its Windows based mobile phones. Truck locations were in conjunction with Verizon Wireless stores throughout the United States.



Fox's "Master Chef"

Provided three top of the line food trucks for a full episodic challenge of Fox's "Master Chef" franchise. Driven on-air by Gordon Ramsay, we provided detail and full graphic wraps per Fox's high visual standards. Hired again by Fox to provide additional Master Chef branded food truck, menu design, wrap, and location assistance to promote the series.



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Cinemax Truck

To promote the premier of Cinemax's original program "Strike Back", we provided a fully branded food truck with specialty designed menu, staffing (driver cooks, brand ambassadors), location, mapping, multi-city permitting, and logistics for a full service multi-state tour.



Gallo Wines "Camarena Tequila" Launch

Launching Gallo's Wines' first tequila brand, we executed an extended street campaign including menu design ("tequila infused" selections), truck and site management, and social media campaign including on-site data collection (FB / Twitter sign-ups).

Radio Station "Go Country" 105FM

Provide on-going consultation and support for complete custom truck build, locations, IT infrastructure, operations, and management.



Live Nation's House of Blues

We executed Live Nation's street engagement for its "House of Blues" food truck to generate local awareness of new food offerings at its flagship Los Angeles HOB locations.

Louisiana's Economic Development Agency

Fully branded food truck, commissioned menu (Gulf alligator and shrimp po'boys), staff (cooks, servers), QR codes, seating areas, additional A-Frame materials, and all related support for full service on-site promotion throughout the Los Angeles Convention Center's "E3" gaming event, on behalf of the State of Louisiana.



L.A. Inc's Restaurant Week

Launched the Los Angeles Convention and Visitors Bureau's Restaurant Week food truck. With daily guest chefs from premier L.A. restaurants and a significant media schedule, the dine LA Restaurant Week Food Truck was the lead marketing tool for over 250 "Restaurant Week" participants.



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Food Network's "Great Food Truck Race"

Supplied all 8 food trucks for the entire Season 3 of Food Network's flag-ship series. Provided full training to all Network Contestants, reinforced chassis and engines for cross-country terrain, and provided on-going support through production and post for multi-state tour.



Baron Davis' Doom Launch

Provided NBA star Baron Davis a mobile athletic wear store promoting his shoe and clothing line at autograph signings and NBA functions, accompanied by his brand street team

NAMCO'S "Ninja Storm" Video Truck

Created a live-action video game truck for developer NAMCO, including live game play on large flat screen tv installed on the food truck. Attended multiple "gamer" conventions

Meals on Wheels: Cart For A Cause

Sponsored by Lexus, Fiji Water, and POM, this "Cart for a Cause" featured a weekly rotation of premier local restaurant fare to raise money for the Meals on Wheels charity





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Vanity Fair Oscar Party

Roadstoves worked with The French Laundry and Nespresso to provide hot fresh coffee and donuts to the premier Vanity Fair Oscar Party for the 86th Annual Academy Awards in Hollywood, California.

Netflix House of Cards "Freddy's BBQ"

This first ever 'For Your Consideration' food truck to promote Emmy nominations served ribs to voters. Provided food, staff, wrap and designed route in Los Angeles. House of Cards made history as the first online show to be nominated for top awards.



NAMCO'S "Inversion"

With a live video screen on a custom food truck, we toured the "E3" Video Game Convention supporting NAMCO's launch of its popular Inversion Gaming Franchise. Custom menu, brand ambassadors, and location and permitting assistance included.



Petaluma Poultry "Support Your Local Chicken"

To promote their local organic line of poultry we provided the vehicle, staff for the event, branding and transport to San Francisco for the Annual Solano Avenue Stroll event in Berkeley, California.

THQ's "Homefront" Video Game Launch

Turn-key solution for launch of THQ's "Homefront". Staffing, menu, supplies, logistics, scheduling locations, and promotion throughout the "E3" Convention and satellite locations.



SKYRIM'S "Elder Scrolls"

Multi-market launch of video game franchise "Elder Scrolls", branded food truck, custom themed menu, staffing, location assistance, and branded paper & plastic goods.



Foster Farms "Foster's On The Fly"

75th Anniversary campaign, including fully branded food truck, chicken themed menu, staff training, and support for multi-state tour.

