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BOOK • BUILD • SERVE

# MOBILE DRINK BUSINESS GUIDE

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Count the crowd calendar.

Test under a canopy.

Let bookings buy the vehicle.

EVENTS | MENU | SERVICE | REBOOK

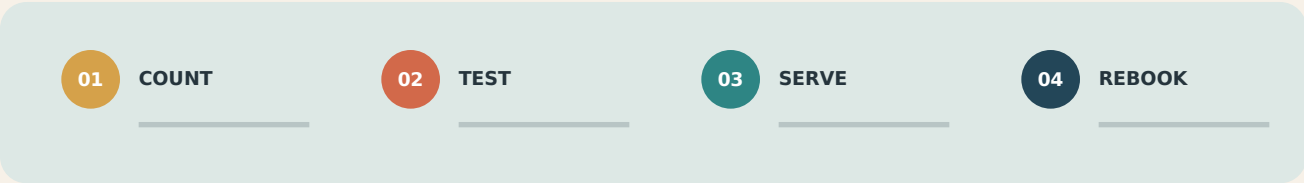
Veteran's Strategic Solutions LLC



START HERE

# How to Use This Guide

Read the core guide first. Then use the worksheets to count events, test demand under a canopy, budget food-service equipment and coverage, price drinks and booked appearances, document event scope, invoice organizers, track repeat bookings, and control licensing, food safety, cold holding, sanitation, power, weather, accessibility, and insurance risks.

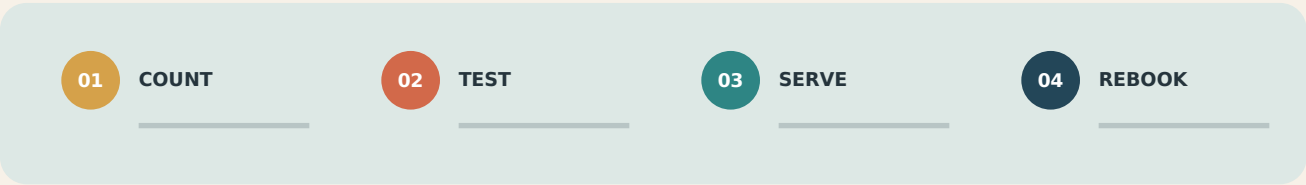


**MEASURED BUILD** | Standardize recipes, pumps, cup size, ice, sanitation, service time, and cost per drink.

| PIECE         | USE                                                                                                                    |
|---------------|------------------------------------------------------------------------------------------------------------------------|
| Core guide    | Test one low-cost event and count a real twelve-month crowd calendar before purchasing a trailer or truck.             |
| Operating kit | Use the startup, budget, estimate, event agreement, invoice, event tracker, and compliance pages for every appearance. |

CORE GUIDE 01

# What this business is



A made-to-order flavoured soda, sold from a canopy, cart, trailer or truck, at events where a crowd is already assembled. Fountain or canned soda plus flavoured syrup, cream and fruit.

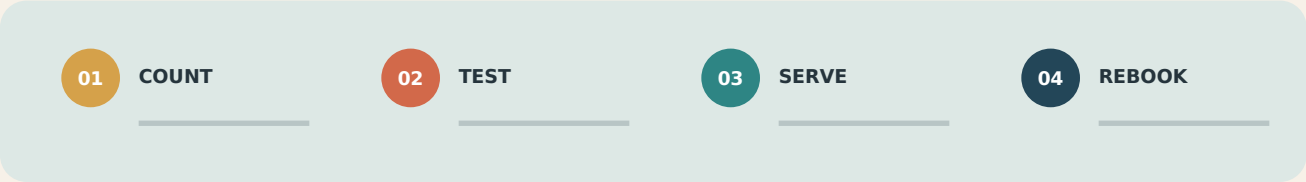
No cooking. No hood, no grease, no fire suppression, no hot holding. That single fact removes most of the equipment cost, most of the fire code, and nearly all of the training time.

The product is not the drink. It is a fast, cheerful, photogenic transaction in a place where people are standing in line with nothing else to buy.

| BUSINESS LENS | CONTROL                                                                             |
|---------------|-------------------------------------------------------------------------------------|
| Crowd         | The model follows a dependable event calendar rather than creating demand.          |
| Booking       | Organizer relationships and repeat dates compound into the business.                |
| Control       | Measure cost, recipe, sanitation, service time, weather exposure, and event margin. |

CORE GUIDE 02

# STEP ONE — Run the market check before anything else



Do not skip this and do not do it from memory. Open a maps search and run these five queries for your area:

“dirty soda [YOUR TOWN]”

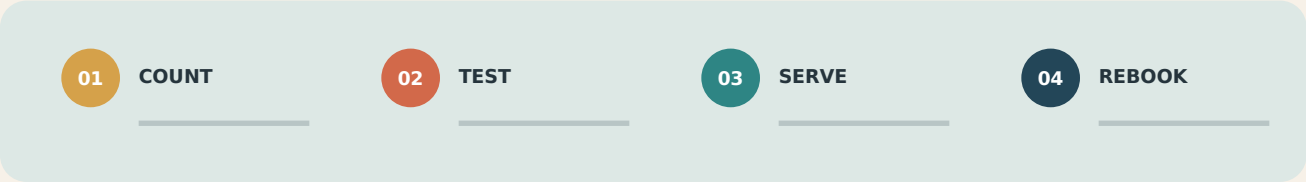
“soda shop [YOUR TOWN]”

“drink truck” or “beverage catering [YOUR TOWN]”

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CORE GUIDE 02

# STEP ONE — Run the market check before anything else Continued



“smoothie” or “boba [YOUR TOWN]”

“coffee drive thru [YOUR TOWN]”

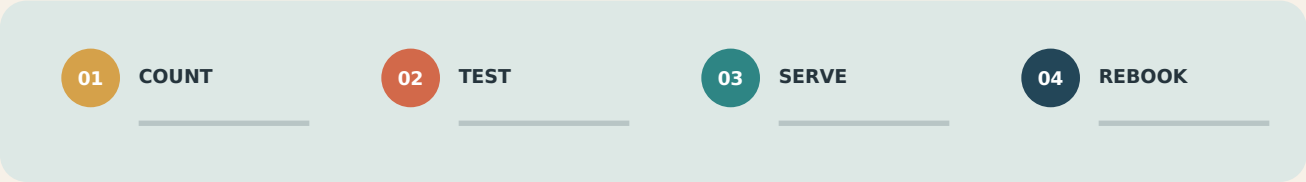
Write down every result with its review count and rating, and the distance from you. Review count matters more than rating — a business with 300 reviews owns the phone calls in a way a business with 12 does not.

Then answer three questions honestly.

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CORE GUIDE 02

# STEP ONE — Run the market check before anything else Continued



Is there a dirty soda operator already? If yes within thirty minutes and they hold more than 100 reviews, stop. You would be the second one in a category that supports one.

If there is nobody, ask why. An empty category in a small market usually means thin demand, not a missed opportunity. The question is not “why has nobody done this” — it is “who tried, and what happened to them.”

What is the adjacent competition? You are not competing for “dirty soda.” You are competing for the four to seven dollars somebody spends on a cold sweet drink. Count the coffee drive-thrus, the smoothie shops and the boba places. That is your real competitive set, and in most towns it is well served.

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## CORE GUIDE 03

# The question that decides whether this works at all

01

COUNT

02

TEST

03

SERVE

04

REBOOK

Where is the crowd?

This business does not create demand. It shows up where demand is already standing in a line. Before you go further, list the places in your area that reliably assemble a crowd:

A college or university, especially one with a Greek system

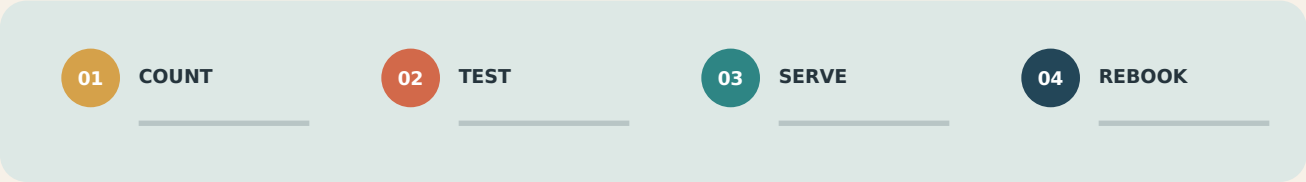
County fair, state fair, rodeo



**EVENT EXPERIENCE** | Fast service, clear choices, friendly presentation, and reliable setup drive rebooking.

CORE GUIDE 03

# The question that decides whether this works at all Continued

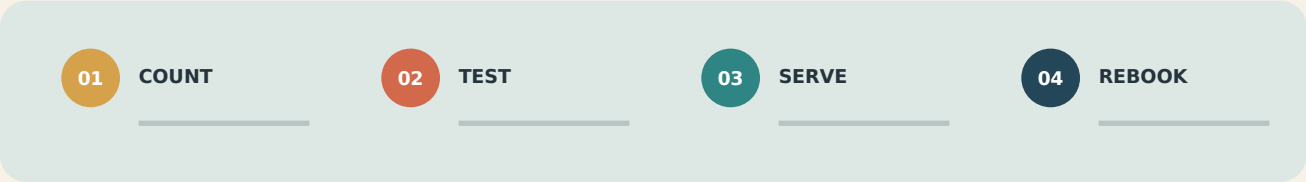


- Farmers markets with a weekly schedule
- Home game days for any team that draws
- Church events, school events, graduations
- Corporate appreciation days and employee events

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CORE GUIDE 03

# The question that decides whether this works at all Continued



Weddings and private parties

Any festival with a published annual calendar

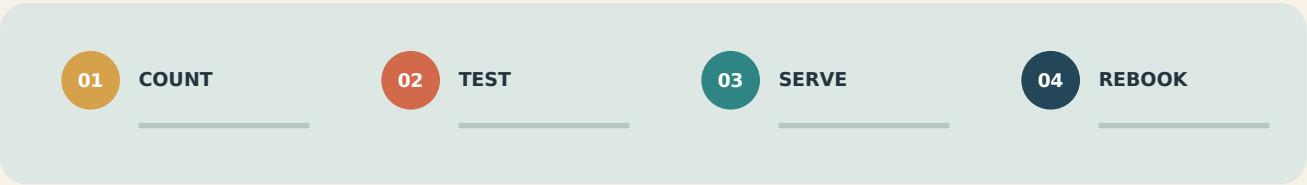
Count them for the next twelve months and write the actual list. If the list is short, the answer is short. A town without a reliable crowd calendar will not carry this model no matter how good the drinks are.

A note that saves people money: the crowd does not have to be in your town. Living in a small town and running a route into a larger one twenty or thirty minutes away is a normal and workable shape. Base where it is cheap, sell where the people are.

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CORE GUIDE 04

# STEP TWO — The bet



The core assumption that must be true: enough organised events happen within your driving radius that a booked calendar is possible, and organisers will pay you or grant you space because nobody else offers this.

The fastest zero-budget test. Borrow or use what you already own — a canopy, a folding table, a cooler, ice, cans, eight syrups, cream, cups. Set up at one event you can access for free or nearly free. Do not buy a vehicle, a trailer or a wrap to find out whether people want this.

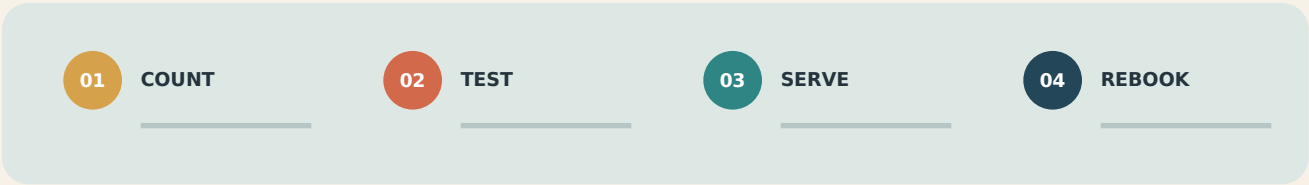
Measure two numbers on that day: - Take rate — how many people bought, against how many were there - Cost per drink — build ten, divide the receipt

The three biggest reasons it fails before a dollar is spent:

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CORE GUIDE 04

# STEP TWO — The bet Continued



The event calendar is thinner than it looked. This is the most common failure and it is entirely predictable in advance if you count.

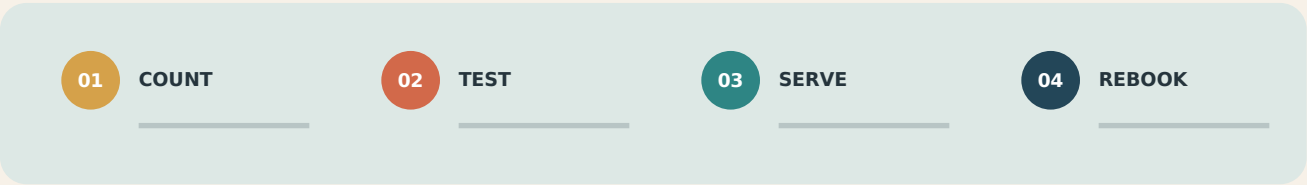
It is seasonal and weather-bound. Cold sweet drinks sell in warm weather. In most of the country that is six to eight months, and a rained-out event you have paid to attend is a loss.

There is no moat. No licence barrier, no equipment barrier, no skill barrier. The only defence is the booking relationship, which is why Section 6 matters more than the recipes.

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CORE GUIDE 05

# STEP THREE — Who pays



Two buyers, and they are different people. Most operators confuse them.

The event organiser books you. What they say:

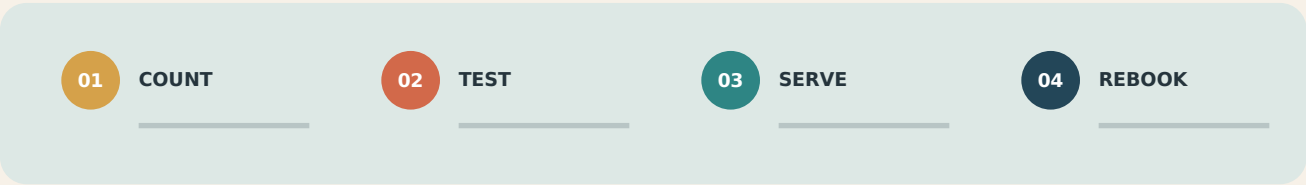
“I need something for the kids and the people who don’t drink.”

“The food line was too long last year and people left.”

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CORE GUIDE 05

# STEP THREE — Who pays Continued



“Can you come? Do you need power? What do you need from me?”

The person at the window buys the drink. What they say:

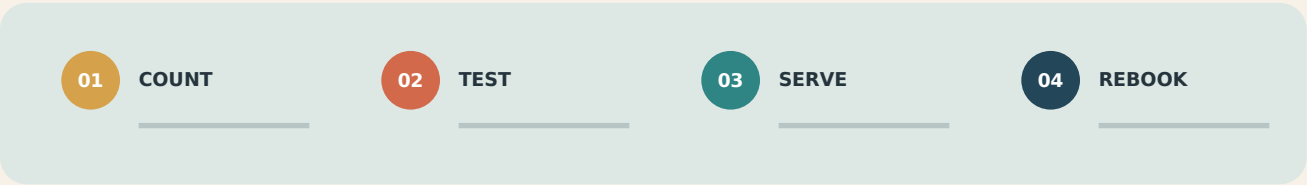
“What is a dirty soda?”

“My friend got one — what did she have?”

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CORE GUIDE 05

# STEP THREE — Who pays Continued



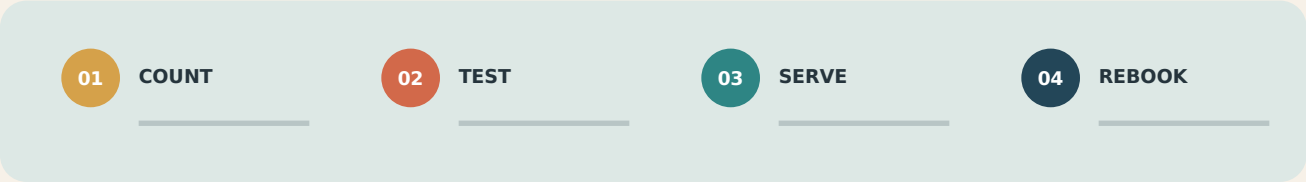
“Do you have anything without caffeine?”

The organiser is the business. The window is the revenue. Effort spent on the organiser compounds into a calendar. Effort spent on the window ends when the event does.

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CORE GUIDE 06

# Licensing, and this varies more than anything else in the plan



There is no national answer. Find your state’s food safety authority and call it. In some states that is the department of agriculture, in others the department of health, and in many there is also a county health department layer.

Ask these questions in this order:

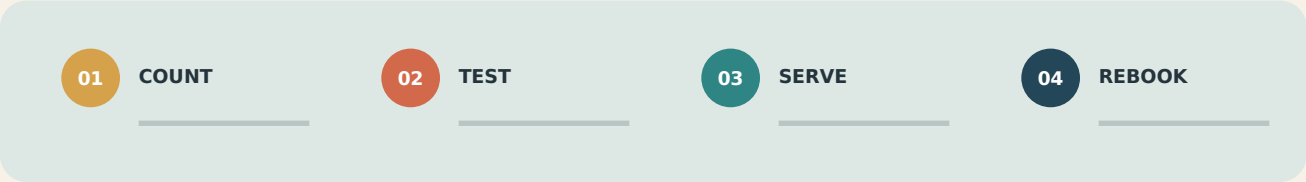
Do I need a mobile food establishment licence to sell prepared drinks? Some states treat non-hazardous drinks differently from cooked food. That difference is worth real money.

What does plan review require, and when does it happen? In most states you submit a menu and equipment layout before you build or buy.

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CORE GUIDE 06

# Licensing, and this varies more than anything else in the plan Continued



What does it cost, and when does the licence year start? Many licence years are fixed and fees are not prorated — licensing in the wrong month can cost a full year for a few months of use.

Do I need a handwashing sink, and do I need warewashing on site? This is usually the single most expensive requirement.

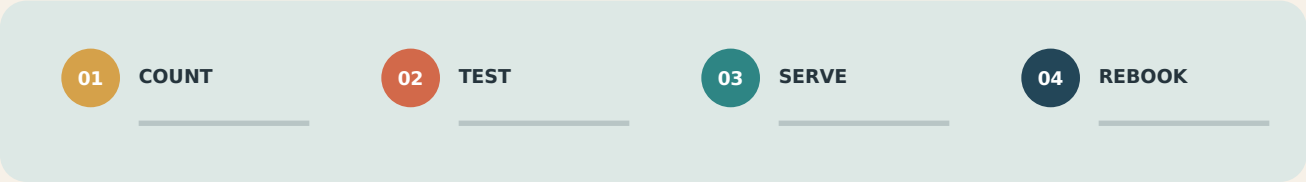
What counts as a commissary or servicing area, and can I use an RV dump station? You generally cannot use your home kitchen.

Is there a temporary or special event category? Many states have a cheaper path for operators at a handful of events a year rather than a standing mobile unit.

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CORE GUIDE 06

# Licensing, and this varies more than anything else in the plan Continued

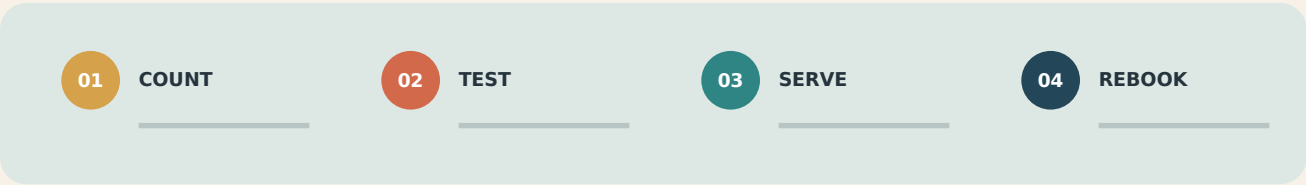


Then ask your city or county whether a separate merchant, peddler or vendor licence applies, and ask an insurance agent for a general liability quote. Most event organisers will require a certificate before they let you on site.

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CORE GUIDE 07

# Equipment



Start with a canopy. Not a trailer, not a truck. The wrapped truck comes after the bookings justify it, never before.

Check your power draw. An electric water heater in a sink cabinet commonly draws around 1,400 watts. Confirm your generator carries it plus everything else before you buy either one.

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## CORE GUIDE 08

# STEP FIVE — Pricing

01

COUNT

02

TEST

03

SERVE

04

REBOOK

Recommended: build the menu around the mid tier and let the premium exist for private events where somebody else is paying.

Measure your own cost per drink. Build ten and divide the receipt. Ingredient cost is low, which is why the model attracts people, but “low” is not a number you can plan against.

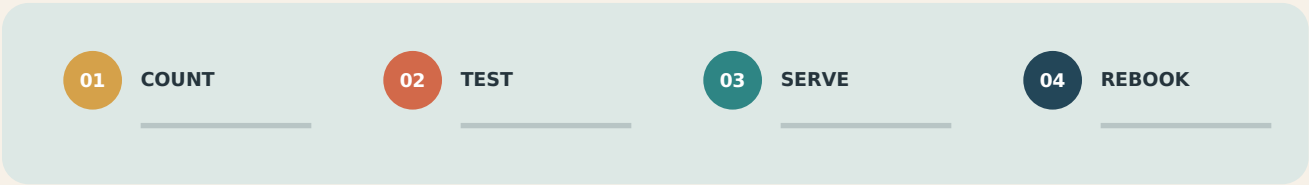
The pricing decision that matters more than the tiers: charge the organiser as well as the customer. A flat booking fee or a guaranteed minimum turns a weather gamble into a paid appearance. Vendors get paid per cup. Booked vendors get paid to show up.



**MOBILE STATION** | Control cold holding, handwashing, warewashing, power, payment, waste, and backup supplies.

CORE GUIDE 09

# STEP SIX — The seven decisions



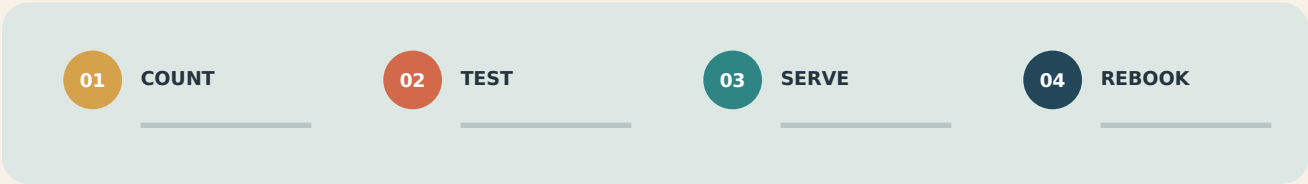
From Chug Dirty Sodas (@chugnwa). This is the operating system and it costs nothing to adopt.

- 1. Build an event inquiry form. One form instead of endless messages. They report fewer missed calls, faster booking, smoother communication and less stress, and call it one of the simplest changes they made and one of the most valuable. Do this before you buy equipment.
- 2. Treat social media as part of the business, not an ad channel. Instead of constantly posting “book us,” they share behind the scenes, the drinks, events, customers, their story, and the good and the bad of owning a business. Their note: people hire businesses they feel connected to, and hiring a social media manager was worth the investment.
- 3. Relationships over sales. The goal is not to sell a drink to whoever sees a post. It is to become the first business someone thinks of when they need a drink vendor. Connection builds trust; trust turns into bookings.

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CORE GUIDE 09

# STEP SIX — The seven decisions Continued

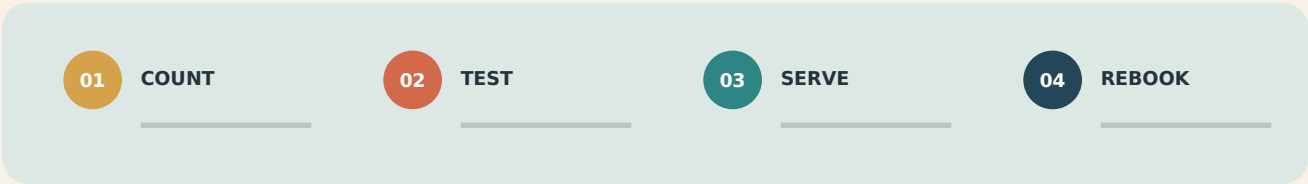


- 4. The experience over the product. People remember friendly service, atmosphere, presentation and how easy everything was. Get that right and they invite you back and tell other people.
- 5. Stay available and keep trying new events. Not every event was a home run and some were not worth it — but every one taught them which events fit and which to politely pass on. They rate that experience above any business class.
- 6. Consistency. Growth came from showing up over and over, not from one viral post or one huge event. Consistent marketing, consistent service, consistent identity. The little things added up.
- 7. What they would change: focus less on trying to do everything, and more on building systems, creating relationships and showing up consistently.

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CORE GUIDE 10

# STEP SEVEN — First 90 days and the one metric



Days 1-20. Market check. Call the state food authority. Count your twelve-month event calendar and write the list. Build the inquiry form.

Days 21-45. Run one event on borrowed or owned equipment. Measure take rate and cost per drink.

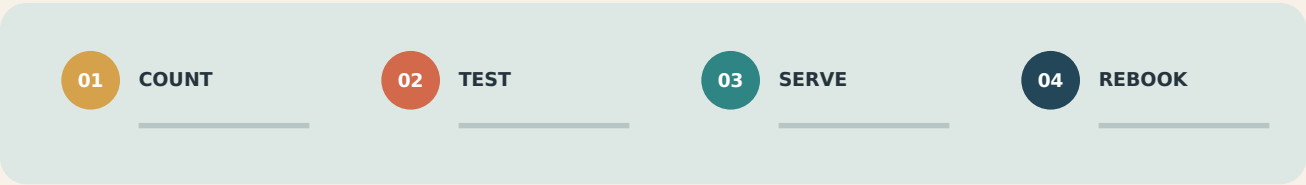
Days 46-90. If the numbers hold: plan review, licence, sink. Book three events. If they do not hold, you have spent a few hundred dollars and a weekend, and you know.

The one metric: repeat bookings from the same organiser. Not drinks sold, not gross revenue. Repeat bookings mean you have a calendar. A new organiser every time means you have a hobby with a licence.

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CORE GUIDE 11

# Honest assessment



What is good about this model: no cooking, low ingredient cost, low skill barrier, and it is the easiest food-adjacent business to hand to an employee. Equipment is cheap if you start under a canopy.

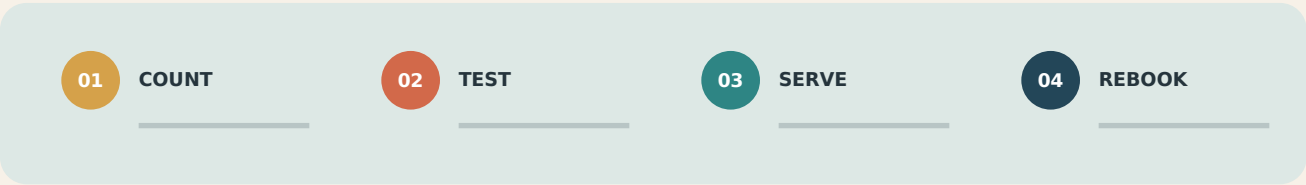
What is hard: it is seasonal, it is weather-dependent, it has no moat, and it lives or dies on an event calendar you do not control. The operators who make it work are running it full time with a booking list built over years.

The honest version: this is a good business in a town with a reliable crowd calendar and nobody serving it, and a poor one everywhere else. The market check and the event count decide it — not the drinks, not the truck, and not this document.

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CORE GUIDE 12

# A starting menu — ten builds



Keep the opening menu small. Fourteen syrups make a wall of choice that slows the line and spoils stock. Ten named drinks built from eight syrups is enough, and naming them is what makes people photograph the board.

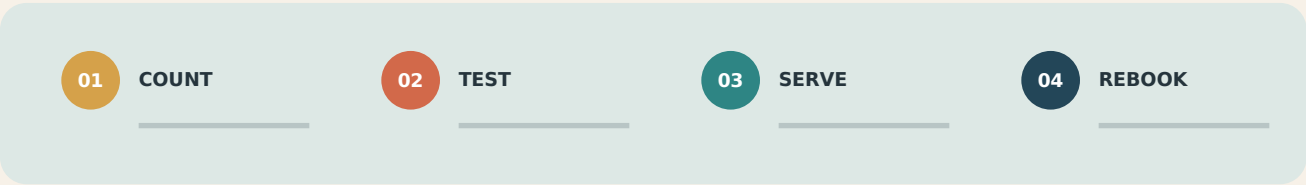
Two rules for the board. Put a caffeine-free option on it, because parents ask every single time. And put a “build your own” line on it, because the question you will hear most is not from a customer who wants a named drink — it is from one who wants what their friend is holding.

On stock. Eight syrups covers all ten builds. Buy pumps for every bottle on the rack; measuring by eye costs you consistency and consistency is the whole point of Section 6.

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CORE GUIDE 13

# Before you commit — the checklist



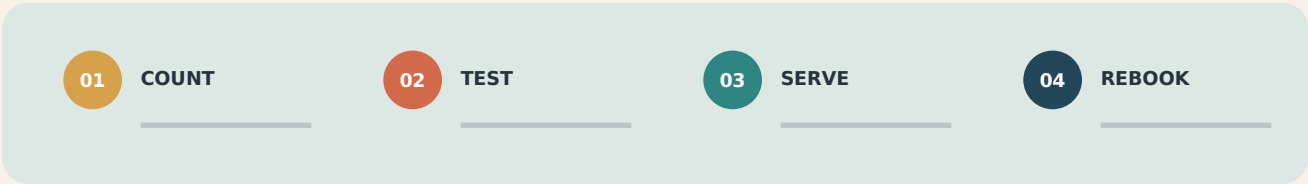
- ☐ Five maps searches, every result written down with review count and distance
- ☐ Twelve-month event list, written out, actual named events
- ☐ Call the state food safety authority with the six questions in Step Four
- ☐ Call your city or county about a merchant or vendor licence

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CORE GUIDE 13

# Before you commit — the checklist

## Continued



- ☐ General liability quote from an insurance agent
- ☐ Build ten drinks, divide the receipt, get your real cost per drink
- ☐ Run one event on equipment you already own
- ☐ Build the inquiry form

| BUSINESS LENS | CONTROL                                                                             |
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CORE GUIDE 13

# Before you commit — the checklist

## Continued

01COUNT

02TEST

03SERVE

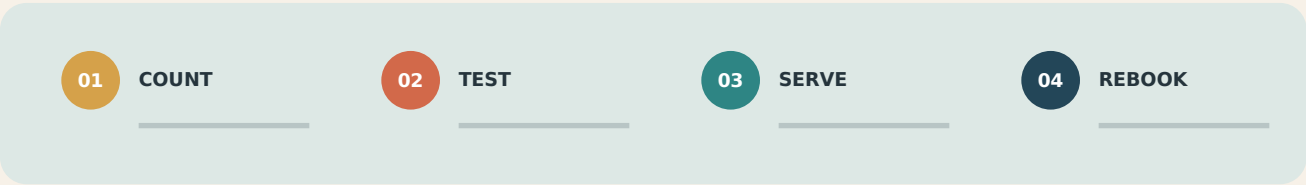
04REBOOK

Every item on this list is free except the last two, and those are cheap.

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CORE GUIDE 14

# What it costs to be wrong



Testing under a canopy at one event: a few hundred dollars and a weekend. Fully recoverable, and every item transfers to another event line.

Licensing in the wrong month: in states with a fixed licence year and no proration, a full year’s fee for a few months of use. Avoidable by asking one question.

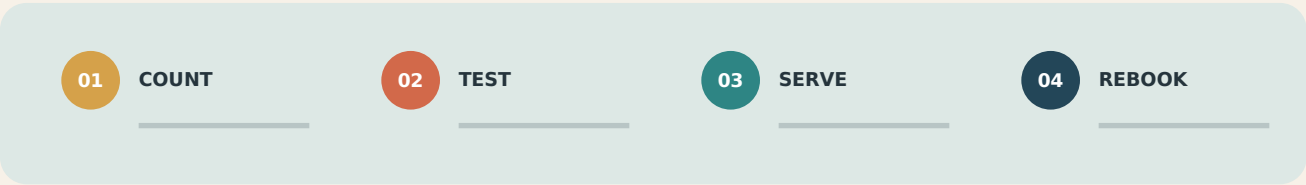
Skipping the market check: entering behind an established operator means competing on price in a category that supports one business. Not recoverable.

Buying the truck first: this is the expensive mistake and it is the common one. The wrapped truck in the photographs came after four years of bookings justified it. Bookings buy the truck. The truck does not buy bookings.

| BUSINESS LENS | CONTROL                                                                             |
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CORE GUIDE 15

# One last thing



The seven decisions in Step Six are worth more than the recipes, and they are not really about soda. An inquiry form instead of message threads, showing the work rather than advertising it, aiming to be remembered rather than to close, and showing up consistently — those apply to any business that gets booked rather than walked into.

If you take nothing else from this document, take the form and the event count. One tells you whether the business exists in your town. The other is the thing every operator says they wish they had built first.

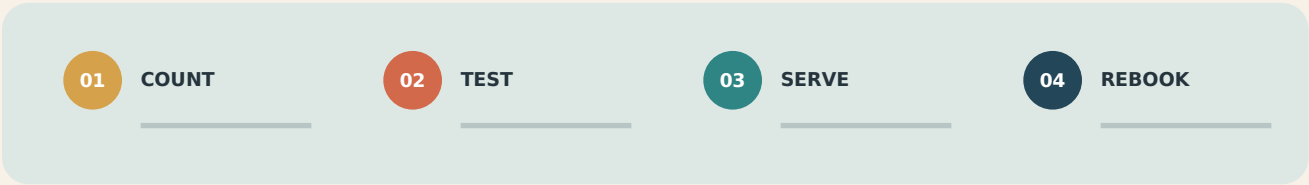
And take the market check seriously even when — especially when — it comes back empty. An empty category in a small market is usually thin demand rather than a missed opportunity. The right question is never “why has nobody done this here.” It is “who tried, and what happened to them.” Ask that of two people before you spend anything, and you will either start with confidence or save yourself a year.

Operating lessons in Step Six are attributed to Chug Dirty Sodas (@chugnwa) and reproduced as guidance from a four-year operator. Cost and price ranges are trade norms, not verified local figures, and must be replaced with numbers you measure in your own market. Licensing requirements vary by state, county and city and must be confirmed by telephone with the authority that governs your location.

| BUSINESS LENS | CONTROL                                                                             |
|---------------|-------------------------------------------------------------------------------------|
| Crowd         | The model follows a dependable event calendar rather than creating demand.          |
| Booking       | Organizer relationships and repeat dates compound into the business.                |
| Control       | Measure cost, recipe, sanitation, service time, weather exposure, and event margin. |

CORE REFERENCE

# Mobile Drink Equipment Reference

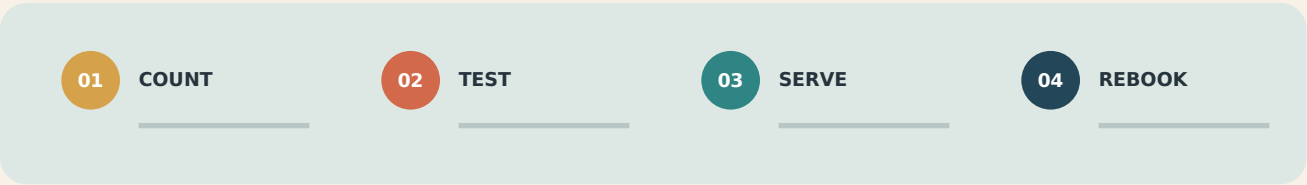


Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

| Item                             | Notes                                                                                                                | Typical range |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------|
| Handwash and warewash sink setup | The expensive requirement. Self-contained four-basin cabinets with pump, heater and tanks exist and need no plumbing | \$350-1,800   |
| Syrup pumps and rack             | 10-14 flavours is plenty to start                                                                                    | \$150-250     |
| Opening syrup stock              | Warehouse club or restaurant supply                                                                                  | \$150-250     |
| Ice chests and ice handling      | Ice is a bigger operational problem than people expect                                                               | \$100-200     |
| Cups, lids, straws               | Buy by the case                                                                                                      | \$100-200     |
| Menu board and signage           | Legible from ten feet                                                                                                | \$100-300     |
| Card reader                      | Do not be cash-only                                                                                                  | \$30-80       |
| Canopy, tables, power            | Often already owned                                                                                                  | \$0-600       |

CORE REFERENCE

# Source Pricing Reference

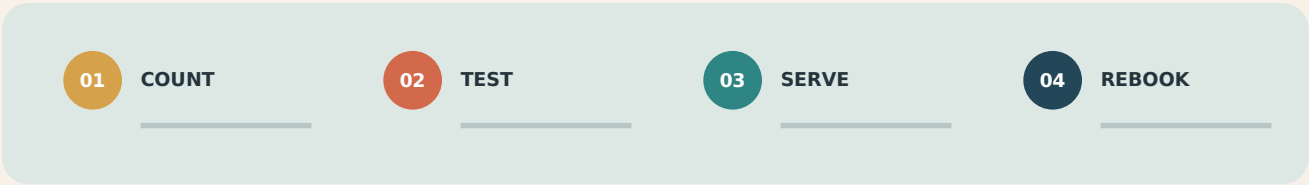


Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

| Tier    | Typical | What it is                                                                    |
|---------|---------|-------------------------------------------------------------------------------|
| Low     | \$4     | Soda plus one syrup, no cream                                                 |
| Mid     | \$5-6   | Soda, syrup, cream, fruit — the standard build, and the one people photograph |
| Premium | \$7-8   | Large, specialty, named drink, boba or purée add-in                           |

CORE REFERENCE

# Starting Menu Reference



Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

| Name                 | Base         | Build                            |
|----------------------|--------------|----------------------------------|
| The classic          | Dr Pepper    | Coconut syrup, cream, lime       |
| Cherry bomb          | Coke         | Cherry syrup, cream, fresh lime  |
| Peach ring           | Sprite       | Peach syrup, cream, peach purée  |
| Cotton candy         | Sprite       | Vanilla and raspberry, cream     |
| Sunrise              | Orange soda  | Vanilla, cream, orange slice     |
| Island               | Mountain Dew | Coconut and pineapple, cream     |
| Strawberry shortcake | Sprite       | Strawberry purée, vanilla, cream |
| Root beer float      | Root beer    | Vanilla, heavy cream             |
| Blue raspberry       | Sprite       | Blue raspberry, cream, lime      |
| Build your own       | Any          | Pick a syrup, pick a cream       |

WORKSHEET 01

# Startup Checklist

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| DONE                     | ACTION                                                                                                                                               | OWNER DATE NOTES |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <input type="checkbox"/> | Define the exact mobile drink business customer, problem, deliverable, service area or channel, and buying trigger.                                  |                  |
| <input type="checkbox"/> | Run the source's smallest low-cost demand test before buying major equipment or committing to long-term overhead.                                    |                  |
| <input type="checkbox"/> | Write the offer, inclusions, exclusions, timing, acceptance standard, and customer responsibilities.                                                 |                  |
| <input type="checkbox"/> | Check licensing, zoning, and tax rules for your own city and state before starting.                                                                  |                  |
| <input type="checkbox"/> | Confirm federal, state, local, tax, advertising, privacy, accessibility, contract, and record requirements [VERIFY].                                 |                  |
| <input type="checkbox"/> | Obtain general liability, professional liability, property, auto, workers' compensation, cyber, and client-required coverage as applicable [VERIFY]. |                  |
| <input type="checkbox"/> | Create intake, estimate, scope, approval, delivery, quality-control, incident, invoice, and closeout records.                                        |                  |
| <input type="checkbox"/> | Price from actual labor, materials, equipment, travel, payment fees, taxes, rework, overhead, and reserve.                                           |                  |
| <input type="checkbox"/> | Complete one paid pilot and document the result only with written customer permission.                                                               |                  |
| <input type="checkbox"/> | Track the source's one metric, plus gross margin, delivery time, exceptions, referrals, and repeat work.                                             |                  |

WORKSHEET 02

# Equipment and Budget Worksheet

01

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**BOOKING SYSTEM** | Use one inquiry form, event calendar, requirements checklist, guarantee, invoice, and follow-up process.

| ITEM                                                                                                                    | NEEDED | ESTIMATE | ACTUAL | NOTES |
|-------------------------------------------------------------------------------------------------------------------------|--------|----------|--------|-------|
| Formation, registrations, licensing, tax setup, contracts, and professional review [VERIFY]                             |        |          |        |       |
| General liability, professional liability, property, auto, workers' compensation, cyber, and required coverage [VERIFY] |        |          |        |       |
| Core equipment, tools, supplies, safety gear, storage, maintenance, replacement, and backups                            |        |          |        |       |
| Computer, phone, software, scheduling, payment, e-signature, records, security, and backup                              |        |          |        |       |
| Website, business email, phone, listings, signage, accessibility, privacy, and marketing [VERIFY]                       |        |          |        |       |
| Original intake, estimate, scope, checklist, quality, incident, invoice, and closeout templates                         |        |          |        |       |
| Training, credentials, continuing education, renewal, testing, and professional memberships [VERIFY]                    |        |          |        |       |
| Vehicle, delivery, travel, fuel, mileage, parking, tolls, rental, and route costs as applicable                         |        |          |        |       |
| Bookkeeping, merchant fees, taxes, legal review, data protection, and records [VERIFY]                                  |        |          |        |       |
| Contractor, employee, payroll, supervision, quality control, and administrative support [VERIFY]                        |        |          |        |       |
| Working capital, refunds, rework, claims, chargebacks, downtime, deductibles, and reserve                               |        |          |        |       |

BUDGET CONTROL

TOTAL ESTIMATE: \_\_\_\_\_ TOTAL ACTUAL: \_\_\_\_\_ CASH RESERVE: \_\_\_\_\_

WORKSHEET 03

Pricing and Estimate Template

01COUNT

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| CLIENT | SERVICE LOCATION | ESTIMATE NUMBER | DATE |
|--------|------------------|-----------------|------|
|        |                  |                 |      |

| SERVICE OR INPUT                      | BASIS                | AMOUNT |
|---------------------------------------|----------------------|--------|
| Discovery or intake                   | Customer and scope   |        |
| Core service or product               | Quantity and basis   |        |
| Materials or direct costs             | Actual or allowance  |        |
| Labor or professional time            | Hours or fixed scope |        |
| Equipment, delivery, or travel        | Written basis        |        |
| Documentation and quality control     | Included or added    |        |
| Approved option or add-on             | Written basis        |        |
| Rush, after-hours, or change [VERIFY] | Written basis        |        |
| Tax or required fee [VERIFY]          | Confirmed basis      |        |
| Total estimate                        |                      |        |

| TOTAL ESTIMATE | DEPOSIT OR AUTHORIZATION | VALID THROUGH |
|----------------|--------------------------|---------------|
|                |                          |               |

WORKSHEET 04

# Mobile Drink Event Agreement

01

COUNT

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| FIELD                                                                                                      | AGREED DETAIL |
|------------------------------------------------------------------------------------------------------------|---------------|
| Customer, legal entity, contacts, billing, service or delivery location, dates, and decision-maker         |               |
| Customer need, current condition, objective, constraints, success standard, and source documents           |               |
| Selected offer, quantities, deliverables, inclusions, exclusions, options, and completion standard         |               |
| Schedule, access, dependencies, customer preparation, approvals, delays, and communication                 |               |
| Materials, equipment, substitutions, delivery, storage, utilities, security, and site conditions [VERIFY]  |               |
| Inspection, testing, checklist, documentation, acceptance, correction, and handoff                         |               |
| Change orders, added work, hidden conditions, cancellation, rescheduling, and out-of-scope requests        |               |
| Fee, deposit, expenses, tax, invoicing, payment, late payment, refunds, and chargebacks [VERIFY]           |               |
| Licensing, permits, insurance, safety, privacy, accessibility, and customer-required controls [VERIFY]     |               |
| Warranty, maintenance, service response, damage, loss, limitation, and claim procedure [VERIFY]            |               |
| Confidentiality, records, photos, data, testimonials, portfolio use, retention, and deletion [VERIFY]      |               |
| Completion, acceptance, closeout, support period, complaint, dispute, termination, and signatures [VERIFY] |               |

WORKSHEET 05

Invoice Template

01COUNT

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| BUSINESS | CLIENT | INVOICE NUMBER | DATE DUE |
|----------|--------|----------------|----------|
|          |        |                |          |

| DESCRIPTION                      | QUANTITY | RATE | AMOUNT |
|----------------------------------|----------|------|--------|
| Discovery or intake              |          |      |        |
| Core service or product          |          |      |        |
| Materials or direct cost         |          |      |        |
| Delivery or travel               |          |      |        |
| Documentation or quality control |          |      |        |
| Approved option                  |          |      |        |
| Approved change                  |          |      |        |
| Tax or required fee [VERIFY]     |          |      |        |

| SUMMARY               | AMOUNT |
|-----------------------|--------|
| Subtotal              |        |
| Tax [VERIFY]          |        |
| Credits / adjustments |        |
| Total                 |        |
| Balance due           |        |

WORKSHEET 06

# Event and Lead Tracker

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| DATE | LEAD SOURCE | NEED OR SCOPE | QUOTE | STATUS NEXT STEP |
|------|-------------|---------------|-------|------------------|
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |
|      |             |               |       |                  |

| DATE | EVENT | ORGANIZER | SALES | MARGIN | REBOOKED |
|------|-------|-----------|-------|--------|----------|
|      |       |           |       |        |          |
|      |       |           |       |        |          |
|      |       |           |       |        |          |
|      |       |           |       |        |          |
|      |       |           |       |        |          |

ONE METRIC

REPEAT BOOKINGS: \_\_\_\_\_ EVENT MARGIN: \_\_\_\_\_ WEATHER LOSSES: \_\_\_\_\_

WORKSHEET 07

# Mobile Drink Compliance and Food-Safety Page

01COUNT

02TEST

03SERVE

04REBOOK

Check licensing, zoning, and tax rules for your own city and state before starting.

| CHECK                    | CONTROL                                                                                                                                        | INITIALS NOTES |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <input type="checkbox"/> | Licensing, zoning, tax, advertising, privacy, accessibility, safety, environmental, and local rules are confirmed [VERIFY].                    |                |
| <input type="checkbox"/> | Required insurance, certificates, limits, exclusions, additional insureds, drivers, workers, and subcontractors are confirmed [VERIFY].        |                |
| <input type="checkbox"/> | Written scope defines the offer, exclusions, responsibilities, schedule, acceptance, payment, warranty, and change control.                    |                |
| <input type="checkbox"/> | Equipment, tools, vehicles, products, software, storage, access, and backups are inspected and fit for the actual work [VERIFY].               |                |
| <input type="checkbox"/> | Training, credentials, permits, inspections, records, recurring renewals, and customer requirements are current [VERIFY].                      |                |
| <input type="checkbox"/> | Customer, payment, property, employee, health, identity, and confidential data are minimized and protected [VERIFY].                           |                |
| <input type="checkbox"/> | Pricing, credentials, affiliations, testimonials, savings, results, and outcome claims are truthful and documented.                            |                |
| <input type="checkbox"/> | Incident, damage, spill, injury, complaint, refund, breach, interruption, and escalation procedures are written [VERIFY].                      |                |
| <input type="checkbox"/> | Work stops for unsafe conditions, missing authorization, inadequate coverage, prohibited scope, deception, or requirements outside competency. |                |

STOP RULE

Do not serve until licensing, plan review, event approval, commissary or servicing requirements, handwashing, warewashing, cold holding, water, waste, power, ingredients, allergens, insurance, and weather plans are confirmed [VERIFY].