

# Food Truck Success & Failures

## Senor Sisig

Compare a recent glowing review for the multi Mexican and Filipino food truck on *Check, Please! Bay* with the 2013 Huffington Post article on industry failures.



Senor Sisig Check, Please!  
<http://tinyurl.com/k2kns3z>

Food Truck Failures 01/18/2013 Updated: 01/22/2013 3:2  
Reveal Dark Side, But Hope Shines Through  
[http://www.huffingtonpost.com/2013/01/22/food-truck-failures\\_n\\_2499463.html](http://www.huffingtonpost.com/2013/01/22/food-truck-failures_n_2499463.html)

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<http://publicdomainvectors.org/en/>

## **Takeaway lesson:**

**Hope had better be defined as Business Skill and Marketplace Smarts.**