

THE TRAVELLING BURGER

ONE BURGER,
MANY NATIONS!



— ● BY LENZA, MAYA, & NICHOLAS ● —





About our CONCEPT

The classic burger... but with a cultural twist:

- Our burgers reflect the diversity of the world
- We encourage tasting new cultural flavours within the safety net of an American classic: the burger
- Draw inspiration from various countries e.g. India, Korea, the Caribbean, Greece etc.



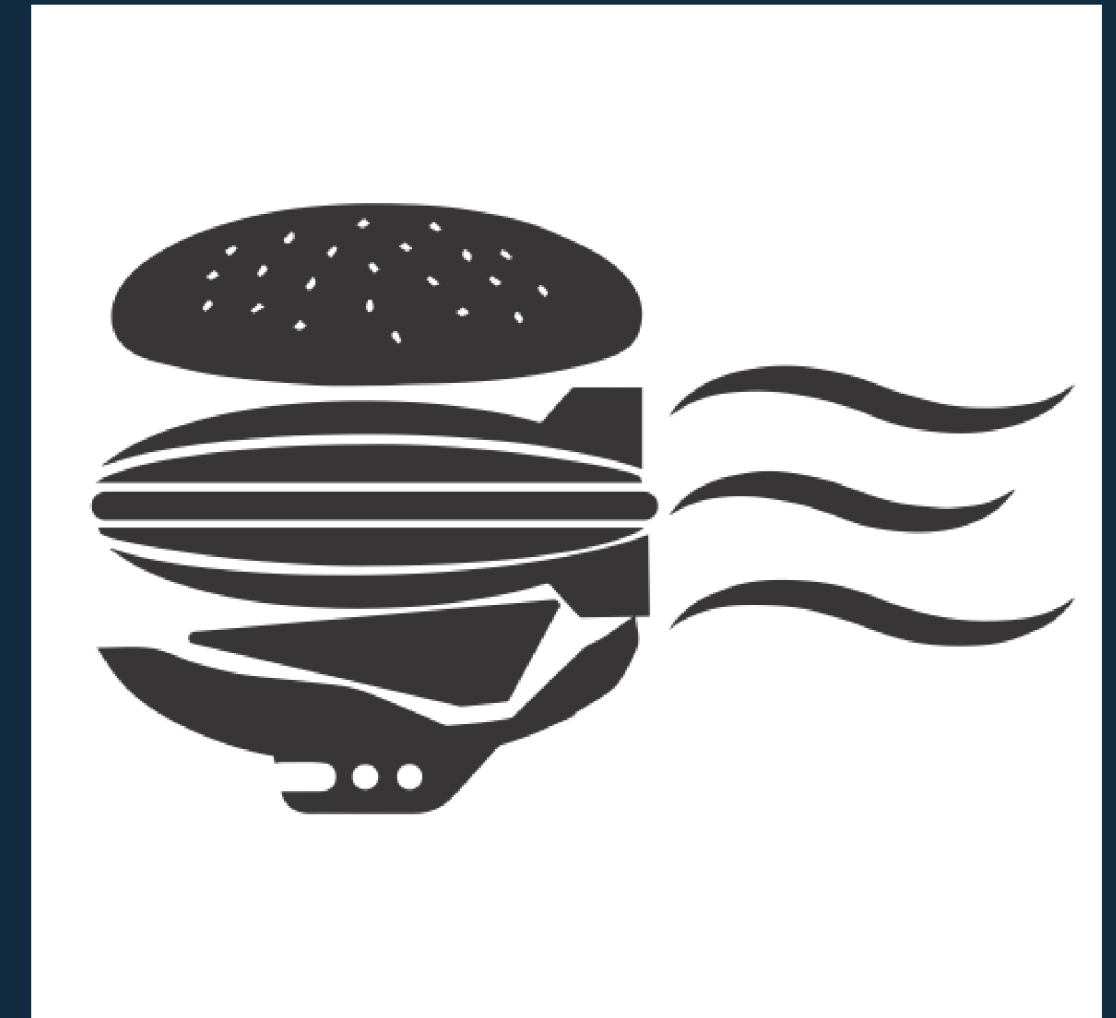
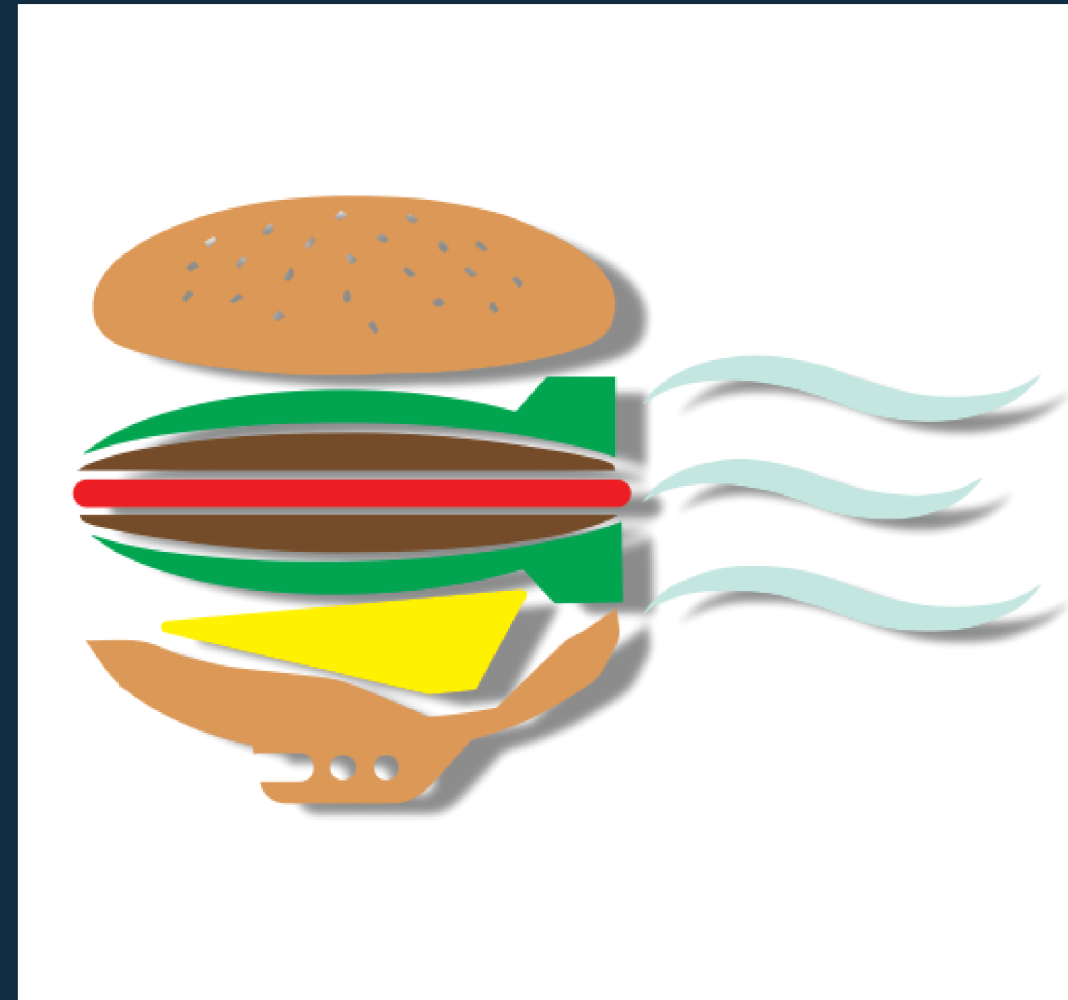
*A NEW DESTINATION
WITH EVERY BURGER!*





About our **LOGO**

The Burger Blimp



Out with the **Old**



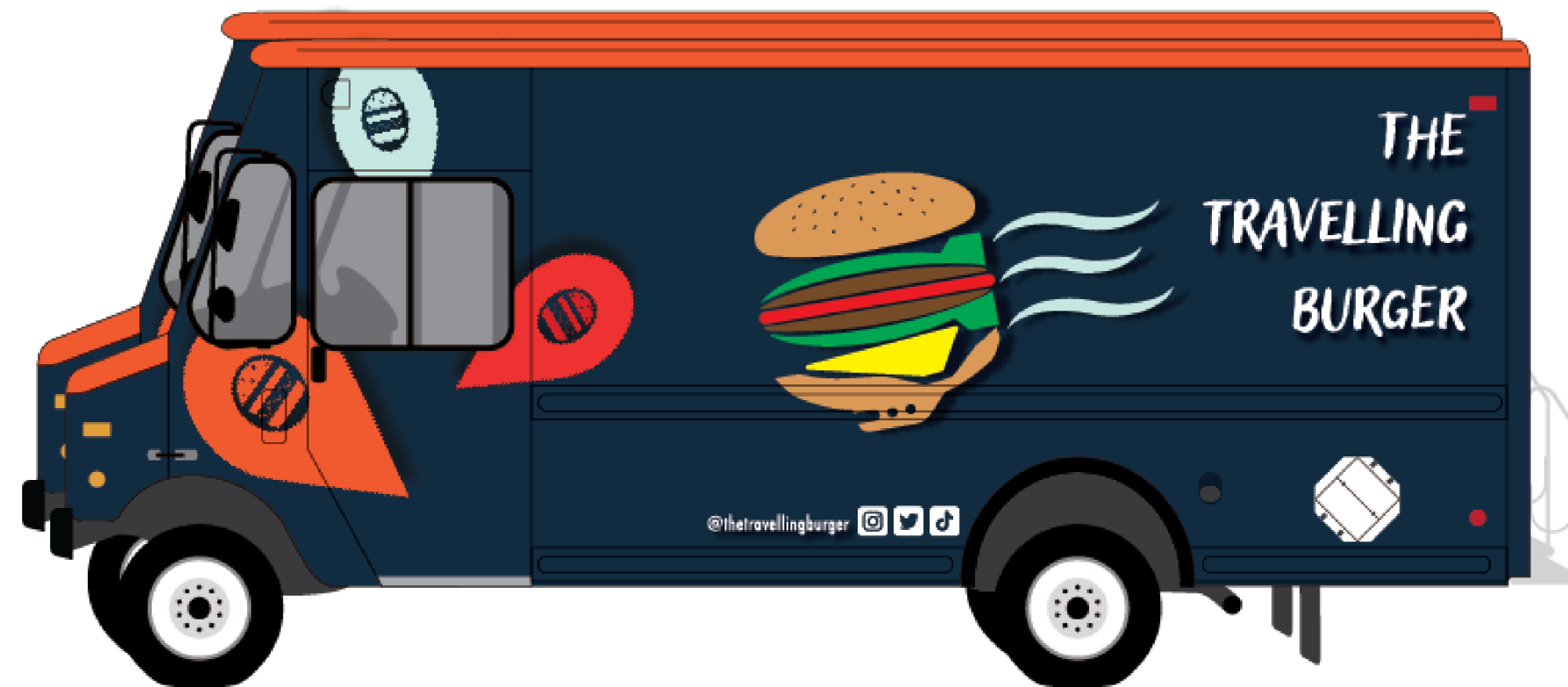
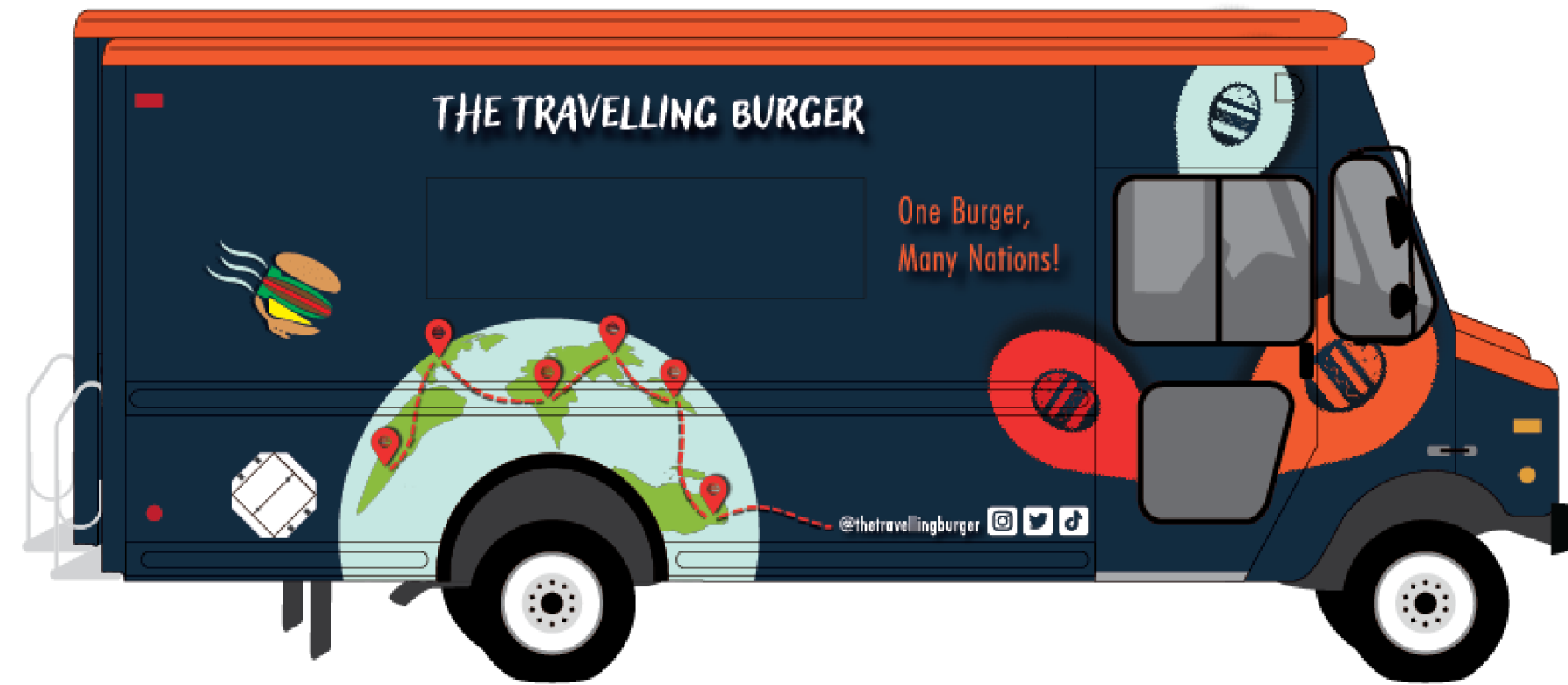
In with the **New**



- Our initial colour palette did not contrast our logo enough
- Switched our main colour to Navy blue instead of vibrant orange to evoke a feeling of dependability/reliability when it comes to our food
- Oranges and reds used as accents to promote playfulness and excitement about the world of flavours we provide



FOOD TRUCK



Target Audience:

POST-SECONDARY STUDENTS



Why?

Post-secondary students need food that they can rely on. Something that won't have them waiting long during their free periods. A burger is practical and dependable.



Location

The truck will be posted outside of hotspot school areas - the University of Toronto and Toronto Metropolitan University.



Times


Days of operation:


- MON - FRI → 12PM - 8PM
- We'll run until evening to account for those with later-running classes and need a quick bite before heading home





INSTAGRAM POSTS


 **The Traveling Burger**
Toronto, Ontario



SERVING YOU SOON!
MAY 2023

♥ 532 Likes

The Traveling Burger We're bringing the flavors of the world to your streets, Toronto! Stay tuned. #TheTravellingBurger #TorontoEats


 **The Traveling Burger**
Toronto, Ontario




THE TRAVELING BURGER
One Burger,
Many Nations

♥ 532 Likes

The Traveling Burger We know you waited and now we're ready to serve. Select any flavor from east to west and taste the globe from our grill. The Travelling Burger will take your tastebuds for a flavourful trip around the world. Find us at Downtown Toronto this weekend. #TheTravellingBurger #TorontoEats

 **The Traveling Burger**
Toronto, Ontario






**BRING A BUDDY
TO GET
50% OFF
ON ALL BURGERS**

♥ 532 Likes


The Traveling Burger Who's your Travelling Burger buddy? Tag them along to our food truck in Downtown Toronto to get 50% off on all burgers and sandwiches. #TheTravellingBurger #TorontoEats



TWITTER POSTS

 The Traveling Burger  @sample 29 Nov 




Taste the flavors of the world here with us.
#TheTravelingBurger






ADOBO BURGER
\$10.99 | \$15 Meal

FALAFEL BURGER
\$10.99 | \$15 Meal




GREEK BURGER
\$10.99 | \$15 Meal




 5K  3K  25K

 The Traveling Burger  @sample 29 Nov 

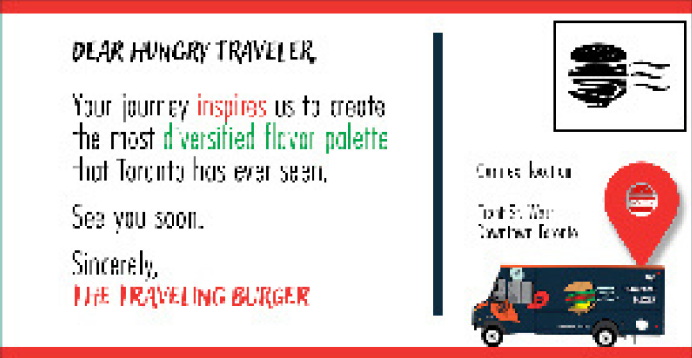
Front St. West, get ready to taste the most diverse burgers
in Toronto. #TheTravelingBurger






 5K  3K  25K

 The Traveling Burger  @sample 29 Nov 

Diversity never tasted this good. We're coming, TORONTO.
#TheTravelingBurger



 5K  3K  25K



TWITTER PROFILE PHOTO AND BANNER

OPENING DAY!

Stop by to taste
a world of flavours!

THE TRAVELLING BURGER - THE TRAVELLING BURGER - THE TRAVELLING BURGER

Follow



INSTAGRAM PROFILE PHOTO





MENU

OUR BURGERS

THE CLASSIC	\$10
<small>ANGUS BEEF, FRIED MAC N' CHEESE BALL, LETTUCE, TOMATO, CHEDDAR CHEESE, & MAYO</small>	
BUTTER CHICKEN BURGER	\$10
<small>CRISPY BUTTER CHICKEN BREAST, GRILLED VEGGIES, LETTUCE, MOZZARELLA CHEESE, & GARLIC AIOLI</small>	
STEAK & FRITES BURGER	\$10
<small>ANGUS BEEF, FRIES, LEMON, & GARLIC AIOLI</small>	
GREEK BURGER	\$10
<small>GRILLED CHICKEN BREAST, TOMATO, LETTUCE, FETA CHEESE, BLACK OLIVES, RED ONIONS, & TZATZIKI</small>	
JERK BURGER	\$10
<small>SHREDDED CHICKEN BREAST, JERK MARINADE, GRILLED VEGGIES, COLESLAW, & SOUR CREAM</small>	
CHIPOTLE BURGER	\$10
<small>ANGUS BEEF, CHIPOTLE SALSA, CHUNKY GUACAMOLE, LETTUCE, CHEDDAR CHEESE, & SOUR CREAM</small>	
KIMCHI BURGER	\$10
<small>ANGUS BEEF, KIMCHI, GRILLED VEGGIES, LETTUCE, MOZZARELLA, & SPICY MAYO</small>	
ADOBO BURGER	\$10
<small>PULLED PORK, HOMEMADE ADOBO SAUCE, LETTUCE, CARROTS, & MOZZARELLA CHEESE</small>	
TEMPURA BURGER	\$10
<small>SHRIMP TEMPURA PATTY, LETTUCE, AVOCADO, CUCUMBER, & SPICY MAYO</small>	
FALAFEL BURGER	Vegetarian \$10
<small>HANDMADE FALAFEL, LETTUCE, TOMATO, CUCUMBER, HUMMUS, & GARLIC AIOLI</small>	

HOW ABOUT SOME SIDES?

COLESLAW	\$3	ONION RINGS	\$3
POTATO FRIES	\$3	SWEET POTATO FRIES	\$3
<small>TURN IT INTO A POUTINE FOR +\$2</small>			

DRINKS

PEPSI	\$2	DIET PEPSI	\$2
SPRITE	\$2	BARQ'S	\$2
NESTEA	\$2	MANGO JUICE	\$3
BOTTLED WATER	\$1		
MILKSHAKE	\$5		
<small>CHOOSE BETWEEN VANILLA, STRAWBERRY OR CHOCOLATE</small>			



ONE BURGER, MANY NATIONS

ENJOY SOME OF THE BEST BURGERS EVER

FOLLOW OUR SOCIAL MEDIA



THE TRAVELLING



BURGER

**Thank you for
listening!**

