



WOW Food Pilot Site Report

Handout

Typical WOW Food Monthly Data Philadelphia

MONTHLY COSTS		AVERAGE MONTHLY KEY FACTS	
Truck Monthly Rental	\$3k	Average Customer Sale (total ticket)	\$7.55
Prep Location Rental	\$2.5k	Average Profit Margin per Ticket	80%
Monthly Maintenance	\$.5k	Customers Per Month	4250
Monthly City Fees	\$.75k	Monthly Revenue	\$32,088
		Typical Drink	\$1.00
		Sandwich and Side	\$6.75
		2 Sides and Daily Feature	\$6.90

Boston Monthly Data May thru October

MONTHLY COSTS		AVERAGE MONTHLY KEY FACTS	
Truck Monthly Rental	\$3.5k	Average Customer Sale (total ticket)	\$7.94
Prep Location Rental	\$2k	Average Profit Margin per Ticket	65%
Monthly Maintenance	\$1k	Customers Per Month	2900
Monthly City Fees	\$.8k	Monthly Revenue	\$23,026
		Typical Drink	\$1.00
		Sandwich and Side	\$6.75
		2 Sides and Daily Feature	\$8.00