Gourmet Food Trucks: An Ethnographic Examination Of Orlando’s Food Truck Scene

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Keywords
Food truck, gourmet, anthropology, social media, cuisine

Abstract
Gourmet food trucks have emerged as increasingly popular dining alternatives for consumers in today’s urban landscape. Existing literature, as well as my own ethnographic research within Orlando, Florida’s mobile food vending scene, reveals that food truck owner/operators utilize various strategies to establish a viable niche for themselves in this diversified and burgeoning market. Among other things, these strategies include online social networking, creating and maintaining a recognizable brand identity, collaborating with local retailers and bar owners, and incorporating organic and locally produced ingredients in their dishes whenever possible. As in other parts of the country, there appears to be a growing concern in greater Orlando about local diets and the profound and subtle messages it conveys about contemporary eating habits. I contend that dining at gourmet food trucks represents a legitimate declaration of consumer identity about individual beliefs and values. In my thesis, I examine how Orlando’s gourmet food trucks offer consumers a greater selection of food options and allow locals to participate in a viable social network and community.

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Graduation Date
2013

Semester
Fall

Advisor
Matejowsky, Ty

Degree
Master of Arts (M.A.)

College
College of Sciences

Department
Anthropology

Degree Program
Anthropology

Format
application/pdf

Identifier
CFE0005003

URL
http://purl.fcla.edu/fcla/etd/CFE0005003

Language
English

Release Date
December 2013

Length of Campus-only Access
None

Access Status
Masters Thesis (Open Access)
While food trucks may not be the most practical dining option in Miami (they have a "tropical monsoon climate"), this city is quickly becoming one of the biggest hubs for food trucks. Even though this area is typically known for having some of the best Cuban dishes in the country, Miami’s food truck scene offers a variety of food options, such as fresh fish tacos, Southern comfort food, and Asian cuisine. Best Food Trucks in Miami

In fact, the bay area’s truck scene is so popular that food truck parks have transformed from a spot that you quickly grab food to a place where you actually want to hang out. Take SoMa StrEat Food Park; not only does this inventive park offer a rotating lineup of food trucks, but they also boast carnival games, TV screens, and heat lamps for chillier nights out. A list of food trucks, trailers, stands, and carts that call Orlando, Florida their home city.

Orlando, Florida Food Type: Italian. All of our pasta is made fresh on our truck daily, with a pasta machine we imported from Italy. Our sauces are also made from scratch, with recipes that are from our Italian Chef's family. More... First authentic Portuguese food truck, also serving gourmet tacos and pastries from Chef Chico Mendonça. Portuguese & Local ingredients. Food with love. More View Details.

BigBelly’s Food Truck. Orlando, Florida Food Type: Hawaiian.