

# Food Truck Pub – Getting Started & Cheat Sheet

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## Purpose of this document:

If you have signed up or are getting ready to sign up for Food Truck Pub, that is awesome! Here is a guide to hopefully help you find information that explains when & how to use Food Truck Pub as well as to explain some various settings that are available and answer some frequently asked questions.

## Overview:

Food Truck Pub was designed for food trucks specifically. YES, there are certainly many other ways to take online orders out there. In fact, your POS system may even include this for you either for free or for an additional monthly charge. However, those systems are designed to be somewhat generic so that businesses of many shapes & sizes could potentially use them. Selling widgets, selling flowers, convenience stores, restaurants... These are all typically supported in some fashion by a standard POS system.

## Why take Online Orders?

When you think about all the time spent by customers standing in line at a food truck, and then waiting for the food to be cooked, as well as all the time you spend waiting on customers in your window, it's definitely not hard to realize the benefits of taking online orders. Not to mention the fact that it is proven science that when people order online, they tend to spend more money. Various reasons for this is the obvious fact that people can see appealing photos of your food, upsell opportunities as food is confirmed into the shopping cart, as well as tip/gratuuity selection. You should definitely see an increase in your profits when you start offering online ordering. People also simply don't want to spend their valuable lunch or dinner hour waiting in line!

Our system allows you to signup, configure your settings, and import or manually enter your menu items. Then, you advertise your direct ordering links. Communicate them on your social media, web site, or even on printed signs. Yes, we offer Apps for iOS and Android in the App Stores, however, customers don't have to install the app to order from you. They can just click on the link and be brought to a device-friendly web page. They add your menu items to their cart, select a pickup (or delivery if enabled) time, pay in the app, and submit the order. Then, you get alerts and begin cooking the food (see Alerts section further below). You can even configure an Order Prep Time (so you have time to cook the food before the customer tries to pick it up from you), and we even have order throttling options so you don't get overwhelmed.

## Why use Food Truck Pub?

Food Truck Pub is completely free for food trucks to use! How do we make money? We tack on a small convenience fee that the customer ultimately pays. This is added onto their bill total and nothing is hidden from the customer. Just a few of the things we offer that make us specific to food trucks are as follows:

- Quickly activate and deactivate when you ready or when you need to stop taking online orders. We call this Go Online/Go Active and is always one or two clicks away from you in terms of the navigation.
- By the very nature of food trucks, food trucks travel! Customers can see when you are Active/Online on our mapping page and where you are currently located.
- We have order throttling and order prep time to ensure you have enough time to prepare the food prior to the customer wanting it ready for pickup (or delivery).
- Futured Dated Pre-Orders! That's right, you don't have to be Active/Online and you can still take pre-orders for a future date/time.
- Direct Ordering Links and other valuable links for your customers!
- Notify customers via SMS Txt Msg on the Order Tracking screen when their food is ready for pickup.
- We give you access to post your Event Calendar and even sync one with Google Maps! Direct link to your events can be posted for your followers.
- Customers can see your future schedule so they can plan ahead and attend events that you are attending.
- We have tons of New Order Alerts built into our app!

- We have menu import from Square or a Clover account.
- We also have Future Scheduling for Pre-Orders. This way, if you have an event booked out a couple days from now, you can enter that date/time into the system and allow people to place the order with you now, even if your truck isn't currently 'Active/Online'. This way, for your upcoming event, you know approximately how much food to bring and how many people you're serving.
- Most trucks are making anywhere from 15% - 30% more per order. This is HUGE! Yes, sometimes customers leave you gratuity when they pay at your window, however from our experience, we are seeing MOST orders going through Food Truck Pub wherein the customer is tipping you because it's front and center on their screen!
- In most cases, you actually receive the money in your Square, Clover, or PayPal account, before you even get alerted! Yes, that's right, customers must pay for their order during the submission process. It is safely in your account as you begin seeing the order notifications and alerts. REMEMBER: the customer pays for the \$1.00 convenience fee (\$1.25 for trucks using Clover) and it gets added onto the total order price. This convenience fee goes temporarily into your account when using Square and then it gets transferred over to Food Truck Pub automatically. Square counts this convenience fee as a "fee" that it will appear that you are paying alongside the Square processing fees. However, this is not the case and the customer is ultimately paying for this, however it does pass through your Square account and will appear to you as an extra fee even though it is not you who ultimately paid for this fee. For Clover, you will get billed monthly so that we can reclaim our convenience fees which were passed from the customer into your Clover account at the time of sale. So, each month, Clover bills you for these fees so they can pass from your account over to our Food Truck Pub account.

### Food Truck Pub App vs. Web Browser

- Our system can be used on our App for iOS or Android, or ANY device with a modern web browser. YES, even if you have a really old tablet or iPad that the app won't install on, chances are good that you can still use the browser and go to [www.foodtruck.pub](http://www.foodtruck.pub) and login and manage everything from there.
- In fact, the main difference between our App and simply going to [www.foodtruck.pub](http://www.foodtruck.pub), is that for food trucks themselves, having the App installed will allow you to receive an additional Push Notification to alert you of a new order. Everything else is exactly the same between the App and the web-based version! In fact, in many cases, although the App provides some convenience because there's a quick shortcut to launch it right on your desktop, there are some quirky things that just don't work "great" in the App such as printing receipts. iOS in particular tends to block popups. It may work on your phone but then on the App for iPad, for whatever reason, it gets blocked. The suggestion here would be to pick which one works for you and then use it consistently. Try out the app, then if something isn't working quite right, give the web-browser a shot!

### Core Concepts

There are 2 ways to take orders in Food Truck Pub and with either of these options you can configure whether you allow only walk-up 'Pickup' orders and/or 'Delivery' orders. These are configured under Settings/Delivery. You should also configure your Order Prep Time or any Throttling options to ensure you have enough time to prepare the food (found under Settings/Throttling).

1. The typical use of Food Truck Pub is parking your truck and going Active/Online on the My Status page. This is for the normal food truck business wherein you have parked your truck and actively taking and fulfilling orders for customers. This is referred to as on-demand/intraday/real-time orders. When you Go Online, you must set your location on the map and select an auto-deactivation time wherein you select the very last time of day that you will accept your last online order. For trucks who offer delivery, you can set your delivery radius under Settings/Delivery and your current map location on the My Status page will be used to calculate delivery radius.
2. The other way to use Food Truck Pub is configuring various dates/time wherein you will accept future pre-orders. For example, you could schedule a timeframe that you will allow for pickup/delivery orders to be booked with you for next Saturday from 3:00 PM - 7:00 PM. As customers order, they will need to select a timeslot

within that range for the pickup (or delivery). For trucks performing delivery, you can optionally set your location as well as a delivery radius as you enter your various Future Schedule Pre-Order availability. This is all done under Settings/Future Schedule Pre-Orders. There is typically NOT a need to Go Online/Active on the My Status screen if you just want to allow people to schedule ahead pre-orders for a future date. The only exception to this would be if you're a food truck who serves on-demand/intraday/real-time orders WHO ALSO just so happens to have an event on some date in the future that you're allowing customers to pre-order for that event as well. When you create future pre-order dates & times, the address you specify for each pre-order will help identify you on the map.

## Look Around!

If you're just getting started and you're currently logged into Food Truck Pub, we encourage you to poke around at the various settings and screens. Some of this stuff is very self-explanatory because we have tried to design the system to be quick & easy to setup and begin using.

We are always adding new functionality. If you have requests or ideas, feel free to email them to [support@foodtruck.pub](mailto:support@foodtruck.pub) or submit the Support Form. Occasionally, to see what might be new, Log Out, and visit the public pages at [www.foodtruck.pub](http://www.foodtruck.pub). You may have briefly glanced at these pages before you signed up. But, take a spin through them again just to see what is new! In particular, take a glance at the [Release Notes](#) and the [Features pages](#):

## Do I need to be a food truck to use it?

No! Even though our primary focus is to food trucks, if you have a catering business or brick and mortar building, you can use Food Truck Pub to receive online orders. On the mapping page, you will just always end up being displayed in the same location if you Go Online / Active in our system. Even if you don't want to offer intraday/on-demand orders by going Active in the system, you can still utilize the Future Scheduling functionality for pre-orders for future dates.

## What happens when I receive an order notification?

As orders come in, you can choose to print from your device to a wireless, Bluetooth printer in your truck. Or, set your device up where you can see it as you cook and prepare the food, so you can view all the order information. Or, use swivel-chair, and simply write down the order on paper and use the paper for the order information.

## Profit sharing

If you are a food truck who knows a lot of other food truckers, or maybe you're a food truck association and have food trucks as members, please consider referring them to Food Truck Pub. We will pay you 20% of the convenience fee from EVERY order we take in, in an ongoing basis, to any of the trucks you have referred. This is residual monthly income and grows upon itself, as long as the trucks you have referred, continue to use Food Truck Pub. Once you have referred at least one truck, you will have access to a Profit Sharing Dashboard within the app and see real-time orders going to the trucks you have referred and the breakdown of the money you have earned. We will pay you monthly on these profits! You can get your unique profit sharing referral link under Settings / Advertise. Hand this out to your fellow truckers, and when they sign up, they will be linked to you and you will make money on each of their sales! Learn more at: <https://foodtruck.pub/truck-association.aspx>

## Settings

The settings screen is your main control point to set important configurations for your truck. Depending on how you operate, you may need to adjust the settings daily, or, if you only perform intraday (on-demand) orders and Go Online/Active each time you're ready to take orders, you may not need to visit Settings as often.

## General Tab

Here is information that you need to complete or ensure is accurate:

Make sure your **food truck name, email address, and phone information** are all correct. Some of this information will show up as customers are ordering with you, and some of this information will show up on the auto-responder receipt that the customer will receive when they submit their order.

**Time Zone** – select your appropriate time zone.

**Special Instructions** – if you have a special message or instructions to tell your customers, enter it here and it will appear above your menu, but below your logo, on the ordering screens.

**Image/Logo Upload** – browse to a photo and select it. Then, click the Upload button. Your photo is now saved and will appear on the main search results/mapping page in Food Truck Pub. It will also appear at the top of the screen as customers go through the ordering process. Note: after you upload a logo, you will need to navigate back to the Settings page in order to see it appear.

General	Payments	Alerts	Advertise	Coupons	Throttling	Delivery	Future Dated Pre-Orders
---------	----------	--------	-----------	---------	------------	----------	-------------------------

Note: Click on the Advertise tab to find your direct ordering and referral links.

**Food Truck Name:**\* (Note: will display for customer)

**Food Truck Email Address:**\* (Note: will display for customer)

**Food Truck Phone:**\* (Note: will display for customer)

**Phone Ext:**

**Time Zone:** \*

**Special Instructions:** (Optional - will display above your menu)

## Payments Tab

As of right now, we are able to integrate with Square, Clover, and PayPal.

**Square** – **This is the preferred method of payment**, but at present time, it will only integrate with Food Truck Pub for use with the USD Currency Type. Therefore, if you operate internationally, you will not be able to use this method of payment when customers check out. Apple Pay is also an available payment method and is automatically supported if you choose Square. Apple Payments still get processed through the Square back-end.

We also have an integration built with Square that allows you to import an existing Square menu into Food Truck Pub. This helps you save time so that you don't have to maintain your menu in both places. Only the main menu items are imported into Food Truck Pub and no menu information will ever go back into Square. It is a one-way pull of data and

will only happen when you click on the Sync Square Menu button on the top of the Menu Setup page in Food Truck Pub. Please note, the first time you try to perform a Menu Import from Square, or the very first time you Go Online in Food Truck Pub, you will be redirected to Square to give us permissions to do payments on your behalf as well as to import your menu from Square.

Once you have Square configured, from the Payments tab under Settings, you are able to choose a specific Square Location that you'd like to use with Food Truck Pub. This is the location that your money will go into as Square processes the payments. We use an embedded Square payment widget on the checkout screen to ensure credit cards are safe and secure and we never store any credit card information in Food Truck Pub. Everything goes directly into Square. Note: If you use the Square App and if you are not seeing payments immediately, make sure to verify you are selected on the correct Square Location (if you have multiple locations defined), and make sure you are looking under 'Transactions' in Square. If you still don't see your transactions, go to the full Square web site and look there. In some cases, we do see delays wherein the Square App may not show you the transactions as fast as the full Square web site. If you need to grant a customer a refund, simply login to your Square account and refund their money.

Note: The customer pays for the \$1.00 convenience fee and it gets added onto the total order price. This convenience fee goes temporarily into your account when using Square and then it gets transferred over to Food Truck Pub automatically. Square counts this convenience fee as a "fee" that you are paying alongside the Square processing fees. However, this is not the case and **the customer is ultimately paying for this, however it does pass through your Square account** and will appear to you as an extra fee even though it is not you who ultimately paid for this fee.

**Square Dashboard – Sample Screenshot.** Notice that Square is counting the Food Truck Pub Convenience Fee and using it to calculate a fee rate. However, Square does not know that the customer is actually paying this fee and it is getting added onto your order total and being deposited into your Square account temporarily and then passing out to Food Truck Pub via a "Transfer". This can alarm a lot of people who don't understand that this is just passing through your Square account and Square calculates it as if it were an extra fee that you are paying. This is NOT the case since this extra \$1.00 fee is added onto the customer side and they pay for it. It does however go into your account and then right back out. Most "card not present" transactions are currently around 2.9% + \$0.30 but is subject to change by Square at any time.

GROSS SALES<sub>1</sub>  
**\$2,022.87**

RETURNS  
**\$0.00**

DISCOUNTS & COMPS  
**\$0.00**

NET SALES  
**\$2,022.87**

TIPS  
**\$0.00**

AVERAGE TIP RATE  
**0.0%**

TAX  
**\$126.40**

TOTAL COLLECTED  
**\$2,149.27**

PROCESSING FEES  
**(\$119.62)**

EFFECTIVE FEE RATE<sub>2</sub>  
**5.68%**

<sup>1</sup> Does not include deposits, partial payments, or sales taken with no internet connection

<sup>2</sup> 2.6% + \$0.10 (1 Payment) **2.9% + \$0.30 (45 Payments)**

### Square Transaction List – Sample Screenshot:

2			\$7.83	\$7.50
COMPLETE TRANSACTIONS			TOTAL COLLECTED	NET SALES
Saturday, April 25, 2020				
	1:16 am	Food Truck Pub Order for John Kuhn, Convenience Fee (not taxable) Food Truck Pub Test		\$3.12
	1:15 am	Food Truck Pub Order for John Kuhn, Convenience Fee (not taxable) Food Truck Pub Test		\$4.71

### Click to view the Transaction Details – Sample Screenshot:

Collected at: Food Truck Pub Test

Order Source: [FoodTruckPub](#)

---

Food Truck Pub Order for John Kuhn \$3.71

Convenience Fee (not taxable) \$1.00

---

Subtotal \$4.71

Tax Included \$0.21

---

**TOTAL \$4.71**

Visa 5070 \$4.71

Apr. 25, 2020 1:15 am

[Receipt #RQuj](#)

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### Visa 5070 (#RQuj)

Fee Source	Fees
------------	------

Square	\$0.44
--------	--------

FoodTruckPub	\$1.00
--------------	--------

\$3.27 Transferred

Fees: API 2.90% + \$0.30 + \$1.00 (\$1.44)

## Sales Tax Calculations:

In order to keep sales tax calculations as close as possible with Square, Food Truck Pub has implemented “Bankers’ Rounding” which is the same rounding procedure performed by Square. You can read more about Bankers’ Rounding here: <https://en.wikipedia.org/wiki/Rounding>

**Clover** – at present time, it will only integrate with Food Truck Pub for use with the USD Currency Type. Therefore, if you operate internationally, you will not be able to use this method of payment when customers check out.

We also have an integration built with Clover that allows you to import an existing Clover menu into Food Truck Pub. This helps you save time so that you don’t have to maintain your menu in both places. Only the main menu items are imported into Food Truck Pub and no menu information will ever go back into Clover. It is a one-way pull of data and will only happen when you click on the Sync Clover Menu button on the top of the Menu Setup page in Food Truck Pub. Please note, the first time you try to perform a Menu Import from Clover, or the very first time you Go Online in Food Truck Pub, you will be redirected to Clover and you will need to click the Connect button to connect our Food Truck Pub app to your Clover account. This also gives us permissions to do payments on your behalf as well as to import your menu from Clover.

We use an embedded Clover payment widget on the checkout screen to ensure credit cards are safe and secure and we never store any credit card information in Food Truck Pub. Everything goes directly into Clover.



Note: With Clover, we tack on a \$1.25 convenience fee that the customer pays for and this gets added onto the total order price. This convenience fee goes temporarily into your account when using Clover and then it gets transferred over to Food Truck Pub automatically each month through Clover Metered Billing. This is how we reclaim our convenience fee off of you, that the customer paid for, and that went into your Clover account at the time the order was submitted. Remember, it is not you, but the customer who ultimately paid for this convenience fee. It goes in your account and then all convenience fees pass over to Food Truck Pub monthly when Clover bills you for them.

As of November, 2020 we began pushing the full order details into Clover. If you don't see the full order details, you will need to follow the below steps to uninstall and reinstall the Food Truck Pub app in your Clover account and then refresh Food Truck Pub permissions to Clover.

1. Login to your Clover account and on the left-hand menu, click on the More Tools option towards the bottom. Then, click on Installed Apps. Find the Food Truck Pub app icon and click on it. Find the ellipsis icon on the screen and click on them, and then click Uninstall to disconnect the app.
2. Then, reinstall the Food Truck Pub App in your Clover account by searching and finding it on the More Tools screen.
3. Lastly, login to Food Truck Pub and go to Settings and click on the Payments tab. Under the Clover payment option, click the link to refresh your Clover permissions. The next time an order is placed, you should see the full order details in your Clover account.

Screenshot of what the Orders will look like in Clover when passed over from Food Truck Pub.

Date	Line Items	Total	Status	Employee	Details
17-Sep-2020 4:02 pm ID: PDTMMRBPO5MVW Invoice Number: FT0000108257	Item 1 1 @ \$9.38/ <b>This is order total minus any taxes.</b>	\$9.89 <b>Payments:</b> <a href="#">Credit Card: \$9.89</a>	Paid		<a href="#">Details</a> <a href="#">Receipt</a>
<b>This is the total amount the customer paid and that was deposited into your Clover Account. This also includes the Food Truck Pub convenience fee that the customer pays for. This fee goes into your account temporarily and then Clover bills you each month and takes the total convenience fees back out.</b>					
17-Sep-2020 4:01 pm ID: TBG84DQXEJJKP Invoice Number: FT0000108255	Item 1 1 @ \$6.25/	\$6.62 <b>Payments:</b> <a href="#">Credit Card: \$6.62</a>	Paid		<a href="#">Details</a> <a href="#">Receipt</a>

Note: Most "card not present" transactions are currently around 2.9% + \$0.30 but is subject to change by Clover at any time.

**PayPal** – This payment method is the only method that will work internationally with Food Truck Pub and the Square integration is our preferred option. However, if you operate out of another country other than the United States, you will need to use the PayPal payment method. As customers make payment, they are redirected to a secure, PayPal hosted, web page. They can either login and pay with an existing PayPal account, or they can choose to pay with a credit card if they do not have a PayPal account. Check with PayPal for their current rate. Based on your volume, they may be able to offer you a lower rate. You just need a free Business PayPal account to use PayPal with Food Truck Pub. During the checkout process, the customer submits the order, then, after they proceed to PayPal and make payment, they are redirected back to Food Truck Pub. When this happens, two parallel payments go through to PayPal. One payment goes directly into your PayPal account (the food truck owner), the other payment goes directly to our Food Truck Pub PayPal account which gives us the \$1.00 convenience fee that the customer ultimately pays for. If you need to grant a customer a refund, simply login to your PayPal account and refund their money.

**Payment Provider:\***

- None Specified
- Use PayPal for customer payments
- Use Square for customer payments

**Square Account (Email Address):\***

**Square Location: Food Truck Pub Test** [Configure here.](#)

(This is where your money will be deposited when customers pay for food. Simply signup for a Free Square Business account at Square.com and enter your Square Email Address here.)

Note: Use the 'Transactions' section in Square when checking for your payments. If you don't see the transactions immediately, look in both your Square App as well as the Square website as we have seen delays in one versus the other.

## Alerts Tab

A variety of alerts occur when a customer submits and successfully pays for an order in Food Truck Pub. Also, the order is never displayed to you, nor is the order ever successfully submitted, until the customer goes through and has a successful payment. Therefore, you can be certain that if you are receiving an alert, the customer has made a successful transaction and the money has been deposited into your selected payment provider's account (Square, Clover, or PayPal).

**Email Auto-responders** – as orders are submitted, the customer receives an email auto-responder confirming the details of their order. You, as the food truck owner, are Bcc'd on this email and will also receive it.

**SMS Txt Messages** – you may provide an SMS phone number to receive the text message alerts as orders arrive. The full details are included in the txt message. However, due to the character length of some orders, it is suggested that you use this to alert you of the order, but refer to one of our other mechanisms when actually cooking and fulfilling the order.

**Push Notifications** – as long as you have downloaded the Food Truck Pub App from one of the two App Stores (Apple App Store or Google Play), and you have logged into the App on your device at least one time, you have the option of enabling push notifications when prompted on the device. If you accidentally click Deny when prompted, go into your main Settings on your device and find the Notifications setting and re-enable it. As orders come in, you will receive these notifications and on your Lock Screen as long as you haven't re-configured this setting on your device. Also, it is important to note... You DO NOT have to use the App on the device as your primary method of using Food Truck Pub. For example, it is suggested that you download and install the App just so you have it for Push Notification functionality, however the full [www.foodtruck.pub](http://www.foodtruck.pub) web site has essentially the exact same functionality and in some cases will actually work better due to pop-up blocking that sometimes occurs in native-running apps. So, you may decide to install the app and then for whatever reason, you may decide to use the web-based version as your primary management tool when interacting with Food Truck Pub.

**Order Tracking Screen** – As orders arrive, the order tracking screen will automatically refresh and you'll see the order appear on the screen. More information regarding using the Ordering Tracking Screen is covered in a different section.

**'New Order Arrived' Notification** – this is an additional notification option that you can choose to enable on the bottom of the Alerts tab. This ensures that you still get a popup notification on the device if you are on a different screen in Food Truck Pub and you don't necessarily need to be on the Order Tracking Screen. This notification will be displayed regardless of if you are using the Food Truck Pub app or the web-based version. However, if you already have Push

Notifications turned on and have the Food Truck Pub native app installed, you may want to turn this alert OFF, as it could end up being duplicative and an annoyance getting too many notifications. This is something that would be suggested if for whatever reason you cannot install the native running Food Truck Pub app on your device due to its age.

- General
- Payments
- Alerts
- Advertise
- Coupons
- Throttling
- Delivery
- Future Dated Pre-Orders

You will be copied on customer emails as orders are placed and these will go to your Login Email Address: **NewFoodTruck@gmail.com**

You may also provide up to two different mobile phones to receive SMS Txt messages to alert you of new orders.

**Order Notification Txt Msg Phone (#1):**

**Order Notification Txt Msg Phone (#2):**

**Show 'New Order Arrived' Notifications in Apps (iOS and Android)**

Note: You will already receive Push Notifications to your device if you have push notifications enabled under your device settings. Turning this additional notification on will keep alerting you from within the app until you mark the order completed and is an extra measure to ensure you notice new orders. However, turning this option on will result in you getting multiple order alerts and it can be a good idea if for some reason your device cannot get push notifications or if for some reason you accidentally disable push notifications to the Food Truck Pub app in your device Settings.

Save

**Configure Alerts**

FOODTRUCKPUB 12:03 PM

Food Truck Pub  
New Food Order(s)

Recent Orders Past 10 Days Past 50 Days

Include recent orders that were marked Completed

Refresh

**Orders**  
(Note: oldest are displayed on top)

#1- John Smith

Pickup: Tue, Sep 3, 2019 12:03 PM (As soon as possible)

Status: **Completed**

Paid in full? YES

Received: Tue, Sep 3, 2019 12:03 PM  
Invoice: FT0000001509

Phone: 4127267650

**Menu Items (Qty, Price, Total Price)**

**Burger (1)(\$5.00) \$5.00**

**Burger (1)(\$5.00) \$5.00**

Total Food Amount: \$10.00  
Sales Tax: \$0.60  
Subtotal: \$10.60  
Convenience Fee: \$1.00  
**Total: \$11.60**

Receipt

Food Truck Order Confirmation

noreply@foodtruck.pub  
Tue 9/3/2019 11:42 AM  
You v

**FOOD TRUCK .pub**

Order Details  
Sally Jones,  
Thank you for your order! Your order invoice is below. If you have questions, please contact us.

Tacos N' That  
Serving until: 3:30 PM  
Phone: 333-333-3332 1111  
Order Pickup Time: 11:42 AM  
Submitted Date/Time: Tue, Sep 3, 11:42 AM  
Invoice # FT0000002105  
Contact Information  
Sally Jones  
Phone: 123-111-1212 Email: sjones@somewhere.com

Food Items

Item Name	Quantity	Sell Price	Total
Corn Dog	1	\$6.00	\$6.00

Sincerely,  
Foodtruck.pub

OnlineOrder  
Sally Jones  
4127267650  
Total: \$7.36  
Paid: YES  
Pickup: 09/03 11:42 AM  
(1) Corn Dog

OnlineOrder  
John Smith  
4127267650  
Total: \$11.60  
Paid: YES  
Pickup: 09/03 12:03 PM  
(1) Burger

\$6.00  
\$0.36  
\$6.36  
\$1.00  
**\$7.36**  
Completed

## Advertise Tab

There are a variety of links that you can use to communicate out your direct ordering link (web URL) as well as even print your Food Truck Sign which contains your unique food truck number. The food truck sign gives instructions to your customers as to how to order from you. Likewise, you can send them your direct ordering link to bring them directly into your menu to begin the order process. If you are not Active/Online or if you don't have any future scheduled dates defined for pre-orders, your customers will see a message that you are not able to take orders right now. For profit sharing, this screen also contains your referral link. If customers register using this link, they will automatically be linked to you for profit sharing purposes and we will pay you 20% (of the convenience fee) on an ongoing basis for any sales that go to them. See the Profit Sharing section in this document for more information.

## Print your Food Truck Sign

Print this and place it in as many places as you can!

Print Sign

## Your Unique Food Truck Number

Customers can enter this number on our ordering page at [www.foodtruck.pub](http://www.foodtruck.pub) or download our app and enter this number to order directly with your truck.

#2

## Your Ordering Link (direct link)

Place this link on your web site, Facebook page, and other social media!

<https://foodtruck.pub?id=2>

Or, you can copy/paste the below HTML link which will read as 'Order Food Now':

```
<a href='https://foodtruck.pub?id=2' target='_blank'>Order Food Now</a>
```

Copy to Clipboard

## Your Event Calendar (direct link)

Add your schedule to My Calendar Events and then give your customers this direct link to your calendar. This way they will always know when and where you're serving up delicious food. Place this link on your web site, Facebook page, and other social media!

<https://foodtruck.pub?cal=2>

## Profit Sharing Referral Code!

If you are ready to make profit sharing from OTHER food trucks and invite your fellow truckers, use this link which contains your unique referral code. As orders are placed with these other trucks whom you have referred, you will make 20% of the convenience fee on EVERY ORDER for the trucks you have referred!

<https://foodtruck.pub/signup.aspx?ref=REF0000002901>

[Learn more about profit sharing here.](#)

**Coupons Tab** – allows you to define one or many coupon codes that customers can use for incentives. It would be up to you to communicate these codes and their availability out to your customers. You can create codes that would give them a % off the order as well as a flat amount off the order. You can also Activate and Deactivate codes as necessary such as if you want to temporarily stop allowing it. Customers can enter the code during the checkout process prior to payment and receive the discount.

# Manage Coupon Codes

## Coupon Codes:

NewCust1

Show Inactive Items

+ Add New Coupon Code

## Coupon Name: \*

NewCust1

## Description:

New customers receive \$3.00 off their orders.

- Flat Discount Amount (Example: \$5.00 off)  
 Percent of Total Cost (Example: 10% off)

## Discount Amount:

\$3.00

## Discount Percent:

Active

## Throttling Tab

The throttling tab helps to ensure you can keep up with the demand from your customers.

**Set Order Prep Time** – you can set an order prep time that you might require to give you time to prepare the food. Keep in mind that your order prep time may be different depending on your week's schedule and your itinerary.

- For example, for real-time intraday (on-demand) ordering, wherein traditionally you handled mostly walk-up orders, you might want to set this value lower such as 15 Minutes. This would prevent the customer from placing an order for pickup (or delivery) and would disallow them from scheduling an order time unless it is at least 15 minutes from now.
- For example, on Future Dated Pre-Orders, you may want to adjust this setting to a longer duration if you're taking pre-orders for an event that is still a couple days from now. This would give you the ability to gauge how much food you should have on-hand, when to start preparing it, and how many orders you believe you'll have to fulfill. A typical value for this setting might be something like 1 Day for future pre-orders.
  - If you have an event coming up on Friday, and today is Wednesday, if you have this value set to 1 Day, it will allow the customer to place an order for Friday, up until the Friday day on the calendar is reached. So, they could place an order for Friday up until Thursday night at midnight. Hours and Minutes are calculated according to whatever the current time is compared to the time the customer has selected for pickup (or delivery). However, if you use the Days dropdown, this is based on calendar days rather than a calculation based on 24 hours.

**Throttling Options** – this is queue based and is typically used for throttling the amount of orders that can be placed for each 15-minute increment while you're actively serving food. These options are typically more useful for real-time, intraday (on-demand) orders when you are Online/Active in the system (as per the My Status) page. These options aren't as useful for future scheduled (pre-orders) that you may have out into the future for future dates.

- **Do not throttle orders** – no enforcement is made. Whatever the customer chooses for an order pickup time is accepted, as long as it is outside of whatever time might be defined for an Order Prep Time.
- **I want to set a maximum # orders that can be scheduled in EACH 15-minute time slot** – For example, if you have this value set to 5, then as customers submit their order, if there are already 5 orders submitted for pickup (or delivery) at the 5:15 PM timeslot, the customer will be forced to choose an alternate time slot.
- **I want to set a maximum # of open orders that can be scheduled in EACH 15-minute time slot, but as I mark orders completed, allow the queue to open up** – For example, if you have this value set to 5, then as customers submit their order, if there are already 5 orders submitted for pickup (or delivery) at the 5:15 PM timeslot and you haven't since marked any of those orders as Completed (which would open up a slot in the queue), the customer will be forced to choose an alternate time slot.
- **I want to set a maximum # of open orders, regardless of time slot selected, but as I mark orders completed, allow the queue to open up** – For example, if you have this value set to 5, then as customers submit their order, if there are already 5 orders submitted for pickup (or delivery) in ANY timeslot and you haven't since marked any of those orders as Completed (which would open up a slot), the customer will simply not be able to place the order whatsoever until you mark some orders Completed on the Order Tracking screen.

## Order Throttling

You can throttle orders to help you keep up during busy times. These will apply to normal Pickup orders as well as Delivery (if you offer this). You can also set an "order cut-off time" for all orders as well.

**Note: It will still be possible to get double booked into a timeslot if alot of orders are being submitted within minutes of each other. The Throttling validation check is performed on the Checkout screen prior to the customer being prompted for their payment information. Some customers take longer than others to get through the payment screen and at this point the validation check will have already been completed.**

Do not throttle orders  
 I want to set a maximum # orders that can be scheduled in EACH 15-minute time slot  
 I want to set a maximum # of open orders that can be scheduled in EACH 15-minute time slot, but as I mark orders completed, allow the queue to open up  
 I want to set a maximum # of open orders, regardless of time slot selected, but as I mark orders completed, allow the queue to open up

1 ▼

(maximum # orders)\*

Note: When you are in Test Ordering mode, you can see which timeslots have been removed due to your Order Prep Time or Throttling Settings. See the Test Ordering section in this guide for more about timeslot troubleshooting.

## Delivery Tab

You can specify whether or not you will take only pickup orders wherein the customer is expected to walk over to your truck and pickup the food out of the window when it is ready. This is the default. Or, you can offer a combination of Pickup and/or Delivery, or even set this value to Delivery Only. For delivery, you have the option of adding an additional charge to the customer for delivery orders. You can also specify a delivery radius. However, if you specify a radius, this will force the customer to enter a valid address during the checkout process and a calculation helps determine whether they are within the delivery radius. Note: if you enforce a delivery radius, the customer must enter a valid address that can be mapped by the system to determine distance radius. They WOULD NOT be able to enter a generic value such as Deliver to Gateway Park. Customers may not always know the address where they are located, so specifying a radius is a decision you will need to make.

**Pickup / Delivery Option:**

By default, Food Truck Pub assumes this will be a pickup order wherein the customer walks up to your window and grabs their food. However, you may offer pickup and/or delivery as an option if you can support delivery. If delivery is selected by the customer, they will enter their location/address.

- Allow Pickup Option Only
- Allow Delivery Option Only
- Allow Pickup AND Delivery Options

**Delivery Fee:**

(set to \$0.00 for no fee)

**Delivery Radius:**

(miles)

(Note: If you specify a delivery radius, your customer will need to enter a valid address during checkout. They wouldn't be able to enter a generic value such as "Deliver to the Firehall". Leave this set to 'Not Specified' if you want people to be able to enter generic locations.)

## Future Dated Pre-Orders Tab

This will allow you to enter future dates/times that you are wanting to take pre-orders for. Customers will be able to be given your direct ordering link or your food truck name or number, and they will be able to order from you and select one of these future dates. This would be used on the occasion that you are catering a special event and need to determine how much product or how much preparation time you will need. Just like in normal intraday (on-demand) ordering, the customer goes through the entire check-out process and you receive payment immediately. This should only be used for future dates and you should use the My Status screen to Go Online/Active to take orders for intraday (orders for today). An exception to this might be if you wanted to take pre-orders this evening to have pickup or delivery between 4:00 – 7:00 PM for example. In this case, you might want to start taking pre-orders throughout the day, but you don't want to show up as Active/Online on our map for on-demand orders, because otherwise, somebody could schedule an order for 2:00 PM and you wouldn't be able to fulfill this order.

You can also quickly access the Order Prep Time on this screen as well since you will want to verify this setting for future dated pre-orders which may be different than what you would like this setting to be for intraday (on-demand) orders. Note: you will not appear on our mapping/search page if all you have defined are future dated pre-order dates. Customers will still be able to get to your ordering screen if you give them your direct ordering link, food truck number, or name. However, if a customer simply searches for active trucks by proximity, unless you are currently Online/Active in the system on the My Status page, you will not appear in casual searches by customers.

Optionally, you can provide a Maximum Delivery Radius if you have enabled delivery orders. This alongside, the Address field on this screen will be used to validate that the customer's delivery order is within range. If you provide a delivery radius, then the Address field is required on this screen. The address will also be displayed on the Thank You/Confirmation Page after a customer submits the order. If provided, it will also display in the auto-responder email that the customer receives.



### Set Advanced Notice Timeframe

#### Advanced Notice Timeframe

Enter Days/Hours/Minutes - for example, if you enter "1 days" as the value, then it will let a customer book a food order for your Friday event if today is Thursday, because they're giving you 1 day of notice. However, if it is now Friday morning and they try to book a food order for your event which is Friday night, it would prevent them. Some trucks may require a days' notice in order to ensure they have enough food on-hand and give them the time required to prepare the food when they have scheduled events.

**Note: This same advanced notice timeframe is used even if you Go Online to take intraday (on-demand) orders so ensure you have it set properly. If you have it set for 1 day and you're actively serving on-demand orders for people right now, it would end up preventing them from sending in an order that they want to pickup in 30 minutes.**

0 day(s) (full days) 0 hour(s) (exact hours) 1 minute(s) (exact minutes)

Save Advanced Notice

Enter your future schedule dates/times below and click 'Save':

#### Schedule Date: \*

3/31/2020

#### Begin Time: \*

12:00 PM

#### End Time: \*

6:00 PM

#### Address

111 Arrowhead Drive, Slippery Rock, PA, USA

(Optional: For delivery orders, enter a truck address for use when performing distance calculations.)

#### Confirmed Address is below:

(Only confirmed address will be used)

📍 111 Arrowhead Dr

111 Arrowhead Dr Slippery Rock

✖ Clear Address

#### Delivery Radius:

4

(miles)

(Optional: For delivery orders, enter a radius)

## Configure Assets

On the Future Pre-Orders screen, you can now define multiple trucks/assets.

Basically, this is all a matter of preference for trucks. Some truck owners will prefer to have separate accounts with us if they have multiple trucks. Having separate accounts gives you the benefit of being able to set throttling differently depending on the truck as well as have alerts and ordering tracking only going to that respective truck.

However, for some folks, they may like to centrally manage all their trucks and want all configuration available under one Food Truck Pub account. In order to make lives easier down this path, 'Assets' gives you a way to assign each pre-order to a truck and as orders come in, they are automatically tagged/linked to that specific truck. Know that centrally managing all your trucks under one Food Truck Pub account will share the same throttling and alert settings as well as all the other settings since everything under the Settings screen is global. When you are on the Order Tracking screen you can use Advanced Search and search just for orders

going to Truck #1 or Truck #2, etc... You can also use the Export Orders screen under Reporting and it will now display whichever Asset is assigned to that order as well.

Configure Assets is a link that will appear when adding or editing a Future Pre-Order entry. If your asset/truck has not yet been defined, click this link and add all your trucks to the system. These will then be available for selection back on the Future Pre-Order screen when adding or editing entries.

## My Status

You will typically use this screen on a regular basis if you are a normal food truck that traditionally has taken walk-up orders. Food trucks that travel around to different locations, or even trucks that set up in the same location each day will use this to go Active/Online to take orders for that day.

For example, after you have parked your truck and have setup to be able to take intraday (on-demand) real-time orders, go to this screen. Confirm your location on the map, also, select the last time wherein you'll accept an online order for the day, then click Go Online. If you specified 9:00 PM as the last time you will accept an online order for the day, only 15-minute intervals up to 9:00 PM will be able to be selected by the customer and, once 9:00 PM has been reached you will be automatically deactivated. Once this happens, no additional orders will be allowed to be submitted to you. You will need to toggle this status each day wherein you are ready to receive and process online orders.

## Offline/Online Status

This screen allows you to go online and be active to receive orders right now and will show you as active on our mapping page. It is for on-demand/intraday ordering and you must select an auto-deactivation time as well. Note: Use Future Dated Pre-Orders under Settings if you have scheduled events for future dates and want people to be able to pre-order for them.

### You are currently: Offline

Note: You will not appear in the search directory to customers when offline.

#### 1. Click arrow to find your current location.

 Find Me

#### Or, enter an address nearby your truck:

Enter your location

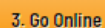
SEARCH

#### 2. Select last time an online order can be submitted:

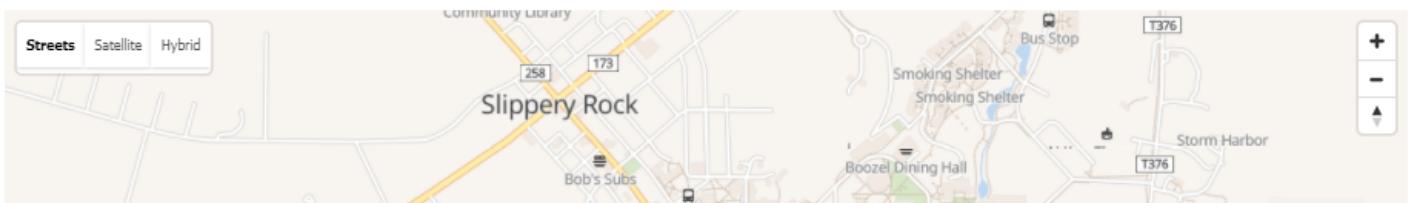
(you will show as unavailable after this time is reached)

Today, 8:00 PM

Notice: Your advanced notice timeframe is set to 1 Minutes so you have enough time to prepare the food. Also, find additional order throttling options under Settings/Advanced. Adjust Advanced Notice Timeframe under Settings

 Go Online

## Your current location:



## Order Tracking Screen

After you have gone Online and have become Active to take orders, or even if you are viewing the details of any orders that have been placed for future dates, you will use this screen to see all the information related to the details of your orders. **Any orders coming due in 30 minutes or less will be highlighted in RED. You can optionally mark orders as Received after you have read them to help distinguish from other new orders that may still be arriving.**

As mentioned earlier in this document, there is a variety of ways that you can operate and take in the orders that have been submitted. You can click Customer Receipt or Kitchen Ticket if you have a Bluetooth receipt printer that you are able to connect to from your device. If the popup receipt does not launch and you are doing this from within the app, as mentioned earlier, try using the web-based browser version to manage Food Truck Pub. If you have a Star Micronics printer that supports PassPrnt, you will need to download the PassPrnt App from the App Store and then use the Print PassPrnt button on the Food Truck Pub customer receipt (or kitchen ticket) to print the receipt through the PassPrnt App. See Printing Receipts further below.

Food preparation... If you have a place to dock your device near your cooking station, you can read directly off the device to prepare the food, you can use the printed receipt specified above, or, you can transcribe the order onto a paper that you then use at your cooking station. Mark the order complete to get it off your main tracking view. Depending on how you are transitioning the order to your cooking station, you may choose to mark it received, or mark it complete immediately after you transition it, or you may choose to mark it complete after you've finalized the food and placed it in your window for pickup. Keep in mind that if you have certain order throttling options defined, they may be impacted by how you operationalize and transition the order to your cooking station.

After you've marked an order complete, if you need to view it again, click the checkbox to "Include recent orders that were marked completed". This will allow you to view the order again.

You can use **Advanced Search** to search for orders by customer last name or order date. Under Advanced Search, you can also download and export all orders and all your contacts to an Excel/CSV file. However, please note that these export buttons are unavailable when on a mobile device since many mobile devices don't get you the capability of saving a file onto them.

There are **quick filters** at the top of the page for searching for today's orders (this is the default view), orders within the past 10 days, and orders within the past 50 days.

Above the orders is an **Order Summary** button. This will give you a summary of each menu item so you can more easily prepare the food in bulk. For example, it will show you if there are 10 hot dogs across all the orders that are currently in view. This section will summarize ANY orders that are currently in view and on the screen. Therefore, if you change the search criteria or filter criteria and more or less orders are displayed on the screen, this will alter what is displayed in the Order Summary section.

For each order in the view, you can:

**Mark Order Received** – this will mark the order to assist with however you typically intake orders and get them prepared. After you've printed the receipt and began cooking, or recorded the order elsewhere, you can toggle this switch. The order will be highlighted in a color to help distinguish it from any new orders that continue to come in, which you haven't seen yet. You this toggle however you best see fit to help you keep organized.

**Print Receipt** – You can print a Customer Receipt as well as a Kitchen Ticket in Food Truck pub. The former has additional cost information on it whereas the latter is mostly just the food items for your meal cooking and prep stations. See Printing Receipts below.

**Mark Complete** – as mentioned above, this will just change the status of the order from Submitted to Completed and will remove it from your default view. This can also open up your ordering queue to allow additional orders to be submitted depending on whether or not you have configured specific Order Throttling options that are dependent upon Submitted vs. Completed orders.

**Notify Customer** – this will send the customer an SMS Text Msg. to let them know their order is ready for pickup from your truck. The invoice number is also provided in this notification to the customer. Note: For obvious reasons, if the customer didn't supply a mobile number when submitting the order, they will not receive the SMS Text Msg.

### Search

Include recent orders that were marked Completed

### Orders

(Note: oldest orders are displayed on top)

#1 - John Kuhn (FT0000014836)

Received

**NOTE: THIS WAS A TEST ORDER**  
Pickup: Tue, Apr 14, 2020 4:00 PM  
Status: Submitted

Mushroom Burger (\$7.00) \$7.00  
+Burger Toppings: Onion  
+Burger Toppings: Tomato  
+Burger Toppings: Lettuce  
Chicken Bacon Ranch (\$7.00) \$7.00

[More Details](#)

## Receipt Printing

You can now print receipts using your Square “Transactions” screen and full order information now populates in your Square Transaction. More information regarding auto-printing from Square can be found here:

<https://squareup.com/help/us/en/article/5194-print-order-tickets>

Additionally, in the Square App, you can turn on to automatically print new orders as they arrive:

To configure the Square app to print the order automatically you will need to do the following:

1. Go to the **Settings** section of the app.
2. Scroll to the **Orders** section and tap **Print Orders**.
3. Toggle **Automatically Print New Orders**.

If you are using Clover, we also send the full order details to Clover so you can also print out of the Clover App as well. Receipts will auto-print to your default receipt printer if one is connected using Clover.

You can also print receipts directly in Food Truck pub if your receipt printer supports either printing from an HTML web browser on your device via BlueTooth, or is a Star Micronics PassPrnt-capable printer.

When printing in Food Truck Pub, you can print a Customer Receipt or a Kitchen Ticket for your orders. Kitchen Ticket is a slimmed down version which shows what is needed to prepare the food whereas the Customer Receipt has cost information and additional order information. Some people choose to just print one receipt to save on paper and use it to serve both purposes. In other words, you could use the Kitchen Ticket as the same receipt that you place with the food when your customer picks it up out of your window (or when you deliver it if you offer delivery). Or visa versa. It is your choice on which one, or both, that you use.

Food Truck Pub renders both of these “receipts/tickets” in a browser tab. For this reason, any receipt printer capable of printing a browser web page, should be able to print a Food Truck Pub receipt. To test this, just open the home page of google.com in your web browser on your device and go up to the Print option to print this web page. If you are able to print the home page of google, you should be able to print our receipts.

When you print these receipts, this will render a new browser tab and a responsive receipt that will scale based on your printer properties. For example, if you print to a normal 8 ½ x 11in paper, it will take up the entire piece of paper. If you print to a small receipt printer, it should shrink and render appropriately. In most cases when clicking the print receipt button, it will launch a new browser tab and automatically load the print confirmation window. If this does not happen, your normal web page “print” should be used. If you have a Star Micron printer that supports PassPrnt, you will need to download the PassPrnt App from the App Store and then use the Print PassPrnt button on the Food Truck Pub receipt to print the receipt through the PassPrnt App.

Note: Not all receipt printers are capable of doing a normal browser or HTML printed page and additional software sometimes needs installed. For this reason, we recommend Star Micronics receipt printers that are Bluetooth as well as PassPrnt-capable. With these printers, you will connect via your devices Bluetooth settings and pair them, as well as you will need to install the Star Micronics “PassPrnt” app from the App Store and perform a slight configuration using the steps below. When you click the Print button on the Order Tracking screen, it will pop open your default web browser. From there, you can do an ordinary HTML Print, or click on the PassPrnt button on the receipt that has just opened in your browser. PassPrnt will hand control over to the PassPrnt app that you have installed on your device and it will connect and print to your Star Micronics PassPrnt printer.

A list of PassPrnt printers can be found here. Make sure the one you select is also Bluetooth capable.

<https://www.starmicronics.com/Pages/passprnt-receipt-printer-app-ios-ipad-android-tablet-bluetooth-printing>

Below steps were verified on a TSP143IIIB Star Micronics Bluetooth enabled and PassPRNT cable receipt printer. This will help you perform your initial printer setup. The details on this printer can be found here:

<https://starmicronics.com/pages/tsp143iii-thermal-receipt-printer-usb-bluetooth-wireless>

1. Turn printer on and go into Bluetooth settings on your device that you will be using with Food Truck Pub. Pair with the printer. You should see TSP100 in your Bluetooth device list. Select it to pair with it.
2. Download Star PassPRNT App from App Store.
3. Launch the PassPRNT App.

4. Leave "Desktop" selected.
5. Click the Search button.
6. Device should appear at the top of screen.
7. Select it and you should see "Success".
8. Configure any other settings such as Partial or Tear as necessary.
9. Now, log-in to your FoodTruckPub account and go to the Order Tracking page.
10. Click the Print Receipt button on the order that you want to print, then select PassPrnt.
11. It will ask you if you want to launch the PassPRNT app. Click OK. The receipt will now print.

## Event Calendar

The event calendar will allow you to communicate where and when you'll be serving up food. This is read-only information for your followers, and you can find a direct link on the Settings/Advertise page to give people a quick view to see your schedule. Note: Your event calendar in NO WAY will automatically make you active to take orders and in no way is associated with any Future Dates (Pre-order events) that you have defined. You can also import and automatically sync with a Google Calendar that you might maintain so you don't have to manually enter your events each day. Once a day, all events in your Google Calendar will be automatically added into Food Truck Pub's "Calendar of Events" public page and people with your direct calendar link will be able to see them. For this reason, you should devote a separate Google Calendar just for this effort. You wouldn't want your personal events to start showing up in Food Truck Pub! Also, it is suggested that you only add a Zip Code in your Google Calendar in the location field. The reason for this is that if we have trouble mapping the address/location that you specify in this field, you could easily show up in an invalid location. If we cannot map the location that was imported from your Google Calendar, your event will simply show up as 0 miles to customers. If you need to update an event that was imported from your Google Calendar, you will need to update it in your calendar. Otherwise, the next time the daily sync runs, it will overwrite any changes you made directly to that event in Food Truck Pub.

## Menu Setup

This screen is your main menu configuration area.

Once you have selected a Payment provider under Settings, additional sync/import options may appear. For example, you can import an existing menu from Square or Clover. Note, that if you import from Square or Clover, only the main menu items will be imported and not the more complex configurations. We call these Food Extras in Food Truck Pub. See the Food Extra section further below. You can also manually add your menu items. This can take a little bit of time at first depending on the complexity of your menu. However, once you have it loaded and configured, it is typically just subtle changes to keep it up to day. From the main menu setup screen, you can also move the menu items up and down on the screen. This adjusts the order that they will appear from top to bottom as your customer is viewing your menu.

### Menu Items

Fields: Name, Description, Category, Price, and Image Upload (photo of your food)

To upload an image or photo of your food, browse to the image, then click the upload button. The names of the buttons can slightly differ depending on your device. When on a smartphone, you will have the option of choosing a photo from your camera roll or taking a new photo with the camera. After your upload is completed, you will need to refresh the screen or re-load the Edit screen on that particular menu item, before the image will load. Note: Your photo will not be displayed on the main menu setup screen, however it will be displayed when you go to Test Ordering and this is effectively how your customers will see your menu.

### Categories

Categorize your menu options however you see fit. For example, you could have a category called desserts, beverages, or even Dinner Options, or Entrées. However, you typically show your printed menu is how you would most likely want

to structure it in Food Truck Pub. You can also move the categories up and down on the screen. This adjusts the order that they will appear from left to right at the top of your menu. The default view of your menu is showing all menu items, regardless of their category. However, the customer can choose one of the categories at the top of your menu to filter down to only show food that is within each of your categories.

### **Food Extras**

Food Extras can be things like condiments, additional free options, or even upsell options for an additional fee.

Food Extras allow you to make many customizations and enforce any selection criteria that might be needed. The Food Extras get loaded onto a confirmation screen for each menu item that the customer is trying to add to their order. You can even attach additional pricing to these. As an example, you could have a Food Extra Category called "Burger Toppings". Then, create lettuce, tomato, onion, and mushrooms. You could leave the default of \$0.00 on each of these items, but maybe you want to set an additional \$0.99 if they choose mushrooms. Food Extras make this possible.

Example: Let's assume you have two options for French Fries, Large and Small. Instead of adding two different menu items for Large Fries and Small Fries, if you wanted, you could create one menu option just called "Fries". Then, when the customer adds it to their cart, they would be prompted to make a selection of choosing Large Fries or Small Fries. To do this, you would set a \$0.00 charge on the main "Fries" menu item. Then, create a Food Extra Category called Fry Sizes and add Large Fries and Small Fries as the two items underneath it. Then, click on the Advanced Options button and select "Require a specific quantity or range of items (forces customer to make a selection)". This is because, you definitely need the customer to make a selection of either the Large or Small Fries options. This prevents them from continuing until they've made a selection. Then, underneath that select, choose "1" for the Minimum Qty Required and "1" for the Maximum Qty Required. This is because you want the customer to choose 1 and only 1 option which would be the size of fries.

In the above example, you forced the customer to make a selection and you would've set the pricing at the Food Extra Item level rather than the main menu item level.

Example: You want to put together a Family Meal Deal menu item. So, you would create the Family Meal Deal main menu item and set your price for it. Now, let's assume you need the customer to choose anywhere from 2-3 sides. So, you would create a Food Extra Category called side dishes. Add each side dish option as a Food Extra Item underneath that category. Then, under Advanced Options, you would select "2" for the Minimum Qty Required and "3" for the Maximum Qty Required. This is because you want the customer to choose 2 to 3 items from the side dishes section.

By default, all Food Extra Items are optional since the most used use-case is asking the customer to select condiments. However, there are many times when you might want the customer to select 1 and only 1 dressing if they're ordering a salad. Or, maybe force the customer to make a selection and add 2 sauces to be included if they're ordering wings.

# Menu Setup

My Menu Categories Food Extras

+ Add Menu Item + Add Food Category

+ Sync Square Menu

Show Inactive Menu Options Only

Filter: View All Burgers Pizza Drinks Hot Dogs Sandwiches Desserts Soups Appetizers test Wings Snacks

Item Name	Description	Selling Price	Category	Status													
<b>Cowboy Burger</b>	1/4 lb. burger, onion straws, and bbq sauce! <a href="#">Click here to assign Food Extras</a> <div style="border: 1px solid #ccc; padding: 5px; background-color: #fff9c4;"><p>Available Food Extras</p><table border="0"><tr><td><input type="checkbox"/> # of People (sandwich platter)</td><td><input type="checkbox"/> Copy of Chili Extras</td><td><input type="checkbox"/> Hoagie Toppings</td></tr><tr><td><input checked="" type="checkbox"/> Burger Toppings</td><td><input type="checkbox"/> Drinks</td><td><input type="checkbox"/> Make this a Combo! (drink and fries)</td></tr><tr><td><input type="checkbox"/> Chili Extras</td><td><input type="checkbox"/> French Fries (sm,med,lg)</td><td><input type="checkbox"/> Sauces</td></tr><tr><td><input type="checkbox"/> Coffee Sizes</td><td><input type="checkbox"/> French Fry Quantity</td><td><input type="checkbox"/> Xtra Sauces</td></tr></table><p>+ Create New Food Extra</p></div>	<input type="checkbox"/> # of People (sandwich platter)	<input type="checkbox"/> Copy of Chili Extras	<input type="checkbox"/> Hoagie Toppings	<input checked="" type="checkbox"/> Burger Toppings	<input type="checkbox"/> Drinks	<input type="checkbox"/> Make this a Combo! (drink and fries)	<input type="checkbox"/> Chili Extras	<input type="checkbox"/> French Fries (sm,med,lg)	<input type="checkbox"/> Sauces	<input type="checkbox"/> Coffee Sizes	<input type="checkbox"/> French Fry Quantity	<input type="checkbox"/> Xtra Sauces	\$7.50	Burgers	ACTIVE	<a href="#">Edit</a> <a href="#">Deactivate</a> <a href="#">Delete</a>
<input type="checkbox"/> # of People (sandwich platter)	<input type="checkbox"/> Copy of Chili Extras	<input type="checkbox"/> Hoagie Toppings															
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<input type="checkbox"/> Coffee Sizes	<input type="checkbox"/> French Fry Quantity	<input type="checkbox"/> Xtra Sauces															

## Menu Management/Inventory

With the Menu Management/Inventory Module, the concept is that you create Menu Templates in order to set your default menu item counts or allow only specific menu items to be available. Then, when you Go Active/Go Online, or when you create a Future Pre-Order event, you can assign one of these templates. For example, you could have a Thanksgiving Menu and assign it to a specific Future Pre-Order date. You can have a lunch menu and a dinner menu separately or any other menu and name it accordingly.

Once a template is assigned to one of these events, it creates a unique Menu Sheet for that event and then you can adjust the counts as appropriate.

As orders are submitted to you, the counts on the items are decremented in the assigned Menu Sheet. Once an item reaches '0', that item can no longer be ordered. It will not appear on the menu if the count reaches '0'. Likewise, if for example you have 3 Burgers remaining and the customer tries to order 4 Burgers, they will get an error message that states that due to inventory levels, they may only order up to 3 Burgers. You can return to the Inventory screen at any time to check on counts of items remaining on your various Menu Sheets and even manually adjust those counts as necessary.

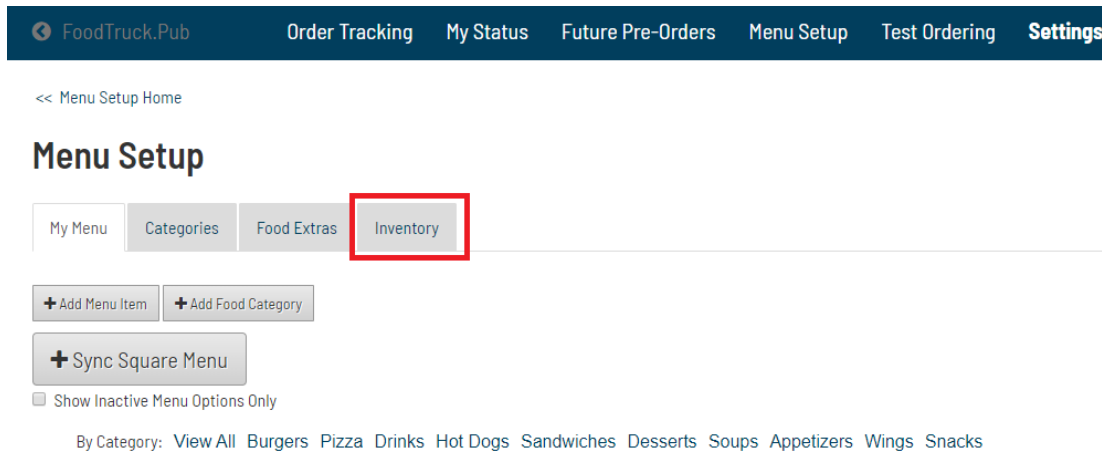
You can also use the Inventory Module to limit certain menu items so they are either available or not available to specific events. This is a way to support multiple menus in the system. Create an Menu Template for Lunch and a separate Menu Template for Dinner as an example. Then, when you go Online/Active for lunch or dinner, or when you create Future Pre-Order records for lunch or dinner, just apply the appropriate template.

Note: Any new menu items that you haven't yet saved to an Menu Sheet will default to being allowed since no default Quantity value has yet been established. If you add a new menu item, make sure to go into your Menu Templates or



specific Menu Sheets and save a Quantity value as appropriate. During the ordering process, if a menu item is not found in inventory, it is assumed to be available.

**Menu Templates and Menu Sheets can be found by going to Menu Setup and then clicking on the Menu Management tab.**



**From the Manage Menus screen, you can then add or modify your default Menu Templates and add or modify Menu Sheets that have been applied to a specific date or a specific future pre-order.**

<< Menu Setup Home << Inventory Management

## Manage Inventory

[How does this work?](#)

### Inventory Management

Create a new template or load an existing template. Templates are used to apply default quantities for menu items when you assign them to either a specific order date or a specific Future Pre-Order. Once you assign the template to one of these specific dates or pre-orders, this creates a specific Inventory Sheet for that event. You can then make quantity adjustments for that event as needed without impacting your template.

Note: When you create an Inventory Sheet, as items are sold, the quantities will be decremented from the Inventory Sheet. If the quantities reach '0', that item will no longer be available for ordering unless you go into the Sheet and adjust them manually.

### Inventory Templates:

Choose...

### Your Inventory Sheets: (previous 2 weeks)

Choose...

## Test Ordering

Once you have configured your menu items and your various settings, you may want to click on Test Ordering. This allows you to test your menu and view it as if you were a customer. This will walk you through the ordering process similar to how your customer will walk through the process. It allows you to see and test your configurations as well.

When testing, since you might not be Online/Active yet, or you might not have any Future Pre-Order dates defined, you will need to configure your availability by either creating a future pre-order date, or temporarily going Online, so you

have some order pickup or delivery times available to choose during checkout. Your active times and future pre-order dates will get loaded in the dropdown as available pickup (or delivery) times in 15-minute intervals. All validation in regards to any Order Prep Times, Throttling, and Minimum Order Amounts, etc... will all be enabled when you test your menu so that only allowed/permitted time slots will appear for your customer to choose.

The only difference when you are logged in and testing your menu, is that at the top of the screen, you will see a "Test Mode" message. When you are testing your menu, you have the ability to submit the order without making a payment using the Skip Payment button on the last screen. This way, you don't have to keep paying yourself (the money still goes into your Square, Clover, or Paypal account) if you make a normal payment. So, if you Skip Payment, you will not be forced to enter a payment method such as a credit card, and no money is transferred. However, this is valuable if you need to be able to test your Order Alerts as well as see the email that is generated to your customer (since you will get Bcc'd on it). If you click on Pay Now, this will be a live payment (to yourself) even while you are in Test Mode.

While you are in Test Mode, you will also see your direct ordering link (at the top of the screen) that you can send to your customers when you are ready to take orders. This same link can be found under Settings/Advertise along with other helpful direct links. You can also Log Out and test it as your customers would see it, however when you are logged out, there is no way to Skip Payment and likewise, you would definitely need to ensure you are either online/active by using the My Status page, or you'd have to have one or more future pre-order dates defined. Otherwise, you would show up as not taking online orders when you click to try and order as a customer and you are no longer in Test Mode.

[Return to Manager Home](#)

You are logged into Test Mode and therefore will be able to Skip Payment at the end. Customers cannot skip payment. Making a payment will be a live payment to yourself!

To view as a customer, you must first **GO ONLINE**, then **LOGOUT** and proceed to the order/truck search page.

**Your direct ordering link:**

Give this link to your customers! Find more of these direct links under Settings/Advertise.

<https://foodtruck.pub?id=2>

Menu

BBQ Beast

Checkout

Cart(0)

Empty Cart

Serving until:

Food Cost(s): \$0.00

Filter: [View All](#) [Burgers](#) [Pizza](#) [Drinks](#) [Hot Dogs](#) [Sandwiches](#) [Desserts](#) [Soups](#) [Appetizers](#) [Snacks](#)

Welcome to Food Truck Pub! Signup with us today!...

Order Minimum: \$2.00

## Appetizers

### Hot Bites



Yummy spicy hot bites

Price: \$6.00

Total: \$0.00

Order

## Timeslot Troubleshooting

While you are in Test Mode, if any timeslots were removed due to your Order Prep Time or Throttling settings, you will see a Timeslot Troubleshooting button below the date/time dropdown. If you click on this button, you will see any timeslots that were excluded from the dropdown due to your configured settings.

**Food Pickup Time:\***

Today

1:00 PM

(Notice: One or more timeslots were removed from availability due to your Settings. Click the Timeslot Troubleshooting button below for more details.)

[Timeslot Troubleshooting](#)

### Troubleshooting your timeslots while in Test Mode

If any of these timeslots were removed unexpectedly, you will need to adjust your Settings.

**Timeslots removed due to your Order Prep Time settings:**

- Today @ As Soon as Possible
- Today @ 10:45 AM
- Today @ 11:00 AM
- Today @ 11:15 AM

**Timeslots removed due to your Order Throttling settings:**

- Today @ 2:00 PM
- Today @ 2:30 PM

## Reporting Dashboard

From the My Account sub-menu, you can click on Reporting to view your reporting dashboard.

**Orders – Month over Month** – order counts and totals for each month.

**Orders – Specific Month** – view daily order counts and totals for each day in the selected month.

**Inventory – Items Sold** – view your main menu item counts and food extra item counts that were sold across orders.

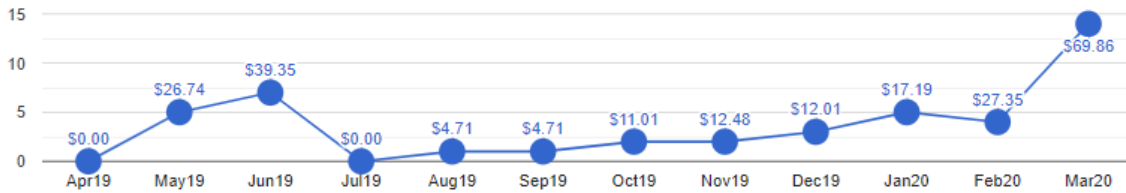
# BBQ Beast - Reporting

What is this?

Note: These exports will only work on a laptop or desktop computer.

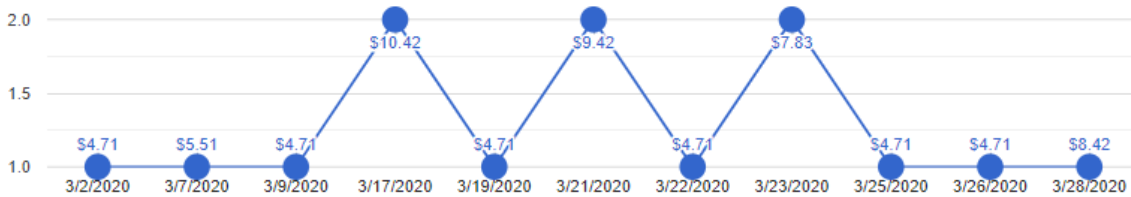
Export Orders   Export Contacts

## Orders - Month over Month



## Orders - Specific Month

March 2020



## Inventory - Items Sold

Note: Your Test Orders are excluded from below inventory results.

Last Month

## Menu Options

Order For Date	Item Name	Quantity
4/13/2020	01 mini burger	2
4/13/2020	Cheese Pizza Slice	1

## BumpKDS (kitchen display system)

Food Truck Pub's Order Tracking Screen also allows you to view orders real-time, mark them completed, as well as notify customers when their order is ready for pickup. However, the BumpKDS application is an additional offering which might work well for you if you have multiple kitchen stations such as if you're a brick & mortar restaurant.

Food Truck Pub has been integrated into the Bump KDS system which can be found at <https://bumpkds.com>

**Note: At the present time, BumpKDS only works with Square.**

BumpKDS is meant to be a digital way of viewing and working your kitchen orders and marking them complete without printing tickets. It allows you to setup one or more kitchen display terminals and have only certain items displayed on

each particular terminal. For example, at your Grill Station you could setup an iPad or a Tablet and login to your Bump KDS account and configure it to only show the Burgers category on that terminal.

As orders are placed in Food Truck Pub, these orders will automatically get created in Square and BumpKDS.

Note: If you setup a Bump terminal as an Expeditor and select to view all categories on that terminal, then all line items on the Food Truck Pub order will get displayed. Otherwise, **only items that you initially created in your Square account and have pulled into your Food Truck Pub account (by using the Sync Square Menu button in Food Truck Pub, will get pushed to individual Bump terminals.**

#### Steps to follow if you want to see the order pickup date/time in BumpKDS:

If you would like to use BumpKDS and also see the order pickup or delivery times that a customer has specified on the Food Truck Pub order, you can follow the below steps to allow these dates/times to also display on your BumpKDS terminal:

1. Log into Square and create an inventory item called "FoodTruckPub Note". You can give it a category name such as "Order Notes" or whatever you want to name the category. The inventory item however must be named exactly as stated above.
2. Go into Food Truck Pub and do a Sync Square Menu to pull in this new menu item.
3. Go into your Bump KDS terminal and make sure to select so that the category that you created above so this category gets displayed on that particular terminal. In this case, you would also select the "Order Notes" category on that terminal.

When orders get placed, you will see the new line item automatically added to the order in Square and therefore your Bump terminal and we will populate it with the order date/time details. Here is how it will appear in BumpKDS:

#3	#16a3	3m	#4	#tekA	1
1x	<b>Sync Burger 1</b>		1x	<b>Sync Burger 1</b>	
	Note: qqq			Note: Onion, Lettuce, Tomato	
1x	<b>FoodTruckPub Note</b>		1x	<b>FoodTruckPub Note</b>	
	FoodTruckPub Inv: FT0000003671 Pickup @ Thu, Nov 26, 4:30 PM			FoodTruckPub Inv: FT0000003672 Delivery @ Thu, Nov 26, 3:45 PM	