

## The Fire Roasted Coffee Co Espresso Trailer

“Food trucks are a “win-win” for both the vendors and the city. There are three things you need, entrepreneurs who want to do it, customers who want to eat it and a regulatory system that makes it easy for it to happen while keeping everyone safe.” Mayor Naheed Nenshi (Calgary.)

**Goal:** We would like to be given an opportunity to speak at the next meeting of Community and Protective services committee to present our proposal for an espresso trailer business in London. We will be working with community partners, Downtown London, OEV, by-law enforcement and the City of London, to create a pilot program for coffee and food trucks this summer.

**Services:** The Fire Roasted Coffee Co Espresso Trailer will provide quality coffee, espresso based beverages, tea, cold drinks and chocolate from the Habitual Chocolate co. During the week it will be located in (pre-determined) locations in the downtown core and during the evenings and weekends it will be used at special events and catering opportunities.

**Experience to Date:** We are recognized as one of Canada’s finest Specialty Roasters, Fire Roasted Coffee Company is an artisanal coffee roastery located in London. We have enjoyed great success by partnering with the finest retailers, cafes and institutions in Ontario to serve the highest quality coffee available anywhere. All of our products are roasted and packed proudly in London Ontario.