



## MOO-FREE BURGERS HAVE NO BEEF WITH LDV!

- LDV V80 is the perfect platform for Queensland's first vegan burger truck
- Leading Queensland Food Truck and Trailer converter, Budget Food Trailers, recommends LDV as the ideal base vehicle and plans to expand with the LDV G10.

The LDV V80 cab chassis has provided the ideal platform for two companies looking to expand and grow their businesses, with leading Queensland Food Trailer producer, Budget Food Trailers, using the LDV V80 to produce its first food truck for Moo-Free Burgers, who are expanding their innovative café-based vegan business into the state's rapidly growing mobile food market.



Budget Food Trailers has established itself as a leading producer of quality, individually designed and specified food trailers covering the full range of sizes and types of food trailer for the burgeoning mobile food and catering market in Queensland. It is an industry that has been wholeheartedly supported by local

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government in the state which even produces a web site to guide mobile gourmets to the favourite food truck.

Moo-Free Burgers have taken an Australian tradition and turned it on its head, offering a Burger that contains everything except meat, indeed, being vegan, no animal products at all. Their highly regarded café in Brisbane's North Lakes has developed a unique reputation gaining plaudits amongst vegans and meat-lovers alike.



**Johnny Tabet, Managing Director of Moo-Free Burgers parent company, Charlie's Raw Squeeze**

"We're not about supplying food just to vegans," says Johnny Tabet, Managing Director of Moo-Free Burgers parent company, Charlie's Raw Squeeze. "It's about serving great burgers and our proudest moment was when a meat-lover wrote on our Facebook page 'I survived vegan!'"

Both businesses wanted to expand, Budget Food Trailers in to Food Trucks and Moo-Free Burgers into mobile catering to avoid the cost of another fixed café, but with a simpler, easier mobile solution than a trailer towed behind a car.

"We had opened a normal shop for Moo-Free Burgers, but we knew we had to be out on the road because there was nothing out there that does 100 per cent plant-based burgers," says Johnny Tabet. "The truck is already taking more business than the shop, so it was clearly the right move, and that's because we are taking the food to the people who want to enjoy it."

The truck that has proven such a success for Moo-Free Burgers is based on the LDV V80 cab chassis. It is the first food truck produced by Budget Food Trailers, a company also making its first leap into a new market.

"The LDV matched up with our business strategy," explains Tim Austin, General Manager of Budget Food Trailers. "We came into the industry to be a leader in certain areas, primarily affordable quality and LDV fits that bill perfectly. We knew the V80 had a good reputation because we thoroughly researched it and we wanted to do something different so we would stand out in the market place. The specs of the vehicle matched our trailer designs so we have been able to offer a seamless build for our customers. The LDV pricing means we can offer a good end value for our customer. With LDV the total package can mean instead of being well over \$120,000, the total package for a complete food truck on the road and ready to cook comes in under \$100,000."

Clearly the LDV V80 food truck has been a success in terms of selling Moo-Burgers, but what about operationally as a vehicle?

"It's been really good, actually," says Johnny Tabet. "I am really pleased we went for an LDV-based truck instead of a trailer because it's easy to use, it's manoeuvrable, I don't have to worry about drivers knowing

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how to tow a trailer and it's been reliable. We can go anywhere we want, park anywhere and sell Moo-free Burgers anywhere – we have even catered for a wedding! I can see a couple more trucks and I can see us operating in other states within 12 months.”



Following the LDV V80 for Moo-Free Burgers, Budget Food Trailers may have to adjust its name, with Food Trucks now accounting for a full 20 per cent of its business and it is looking to offer another new business opportunity using the LDV V80's smaller brother, the G10.

“Trailers are for start-ups in mobile food,” explains Tim Austin. “But if you are really serious and you want a really successful, profitable business, then you have to have a food truck or van. We are now looking at the G10 as being the ideal base for a mobile Coffee and Snack food van. It's the right size, and like all LDVs, it's the right specification at the right price. You can't beat them!”

(ends)

### About LDV

LDV is a division of SAIC (Shanghai Automobile and Industrial Corporation), the largest and oldest automotive manufacturer in China as well as being the largest auto company on China's share market. A Fortune Global 500 company, holding 46<sup>th</sup> position in the world's largest companies on the list, SAIC sold more than six million vehicles in 2016. It was the first company to enter joint ventures with non-Chinese car makers and has formed joint ventures with Volkswagen, IVECO and General Motors.

SAIC Motor's business covers the research, production and vehicle sales of both passenger cars and commercial vehicles. It also covers components including engines, gearboxes, powertrains, chassis, interior and exterior and miscellaneous electronic components, and logistics, vehicle telematics, second-hand vehicle transactions and auto finance services.

In 2009 SAIC acquired LDV, the light commercial vehicle division born from the Anglo Dutch commercial vehicle company Leyland DAF, a company formed from two of Europe's leading commercial vehicle companies, Leyland Trucks and DAF Trucks. This purchase included the LDV V80 platform, a new platform developed for production in Europe and Asia. LDV is one of Europe's most recognised commercial vehicle brands. Not only has LDV had sales success as a cargo and passenger van, it has been selected by the British government for use by the Royal Bank, Royal Mail and as travel vehicles for the British Royal family. It is also the recipient of numerous international awards.

The LDV G10 is an entirely new platform based on the combined expertise of both LDV and its parent SAIC.

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