

# Bayou Jollof

West Africa Meets the Bayou.

NEW ORLEANS FOOD TRUCK

INVESTOR PITCH DECK · 2025

**BAYOU JOLLOF**  
*West Africa Meets the Bayou*



## THE PROBLEM

# A Rich Heritage, Poorly Served

New Orleans is one of the most culturally layered cities in the world — yet its street food scene tells only half the story. Tourists and locals encounter the same rotating cast of Creole po'boys and Latin fusion trucks, with little acknowledgment of the **deep African roots** that gave birth to gumbo, jambalaya, and red beans.

The result: a missed opportunity — culturally, narratively, and financially.

## The Gaps

- No authentic West African street food presence in the NOLA truck scene
- Creole origin story goes untold — the African-diaspora connection is invisible
- Festival and brewery crowds crave novelty, cultural depth, and bold flavor
- Repeat visitors find the same tired menus at every turn

THE SOLUTION

# Introducing Bayou Jollof

Bayou Jollof is a vibrant, premium food truck that bridges two of the world's most soulful culinary traditions — **West African street food** and **New Orleans Creole cooking** — into one unforgettable portable feast. We celebrate the shared African ancestry of gumbo and jollof, andouille and suya, okra and maafe. Every plate is a story. Every bite is a passport.



## Bold, High-Flavor Fusion

Suya-spiced po'boys, smoky Jollof bowls loaded with shrimp and andouille — flavors that command attention and social media feeds.



## Right Place, Right Time

Positioned at breweries, City Park, festivals, and tourist corridors — where hungry, curious crowds are already gathering.



## Cultural Storytelling

Every menu item carries a story — connecting West African tradition to New Orleans' Creole soul, creating loyalty beyond the meal.

# A Billion-Dollar Street — and We're Just Getting Started

The U.S. food truck industry is projected to surpass **\$1.1 billion in revenue by 2025–2026**, driven by festival culture, urban dining shifts, and demand for experiential cuisine. New Orleans is uniquely positioned as one of the nation's top food tourism destinations, hosting over **19 million visitors annually** and a packed calendar of high-attendance events year-round.

African and Afro-diaspora cuisine is among the fastest-growing restaurant segments nationally — yet almost entirely absent from the New Orleans food truck landscape. That's a wide-open lane.

**\$1.1B+**

U.S. Food Truck Market

Projected 2025–2026 industry size

**19M+**

Annual NOLA Visitors

Tourism-driven demand, year-round

**0**

Direct Competitors

No West African–Creole fusion trucks currently operating in NOLA

# The Menu: Where Two Continents Collide

Eight hero items engineered for **high margins, portability, and maximum flavor drama** – each one a conversation starter and a cultural statement.

## Classic Jollof Bowl

Smoky tomato jollof rice, choice of suya beef or shrimp, pickled peppers, fried plantain

## Suya Po'Boy

Spiced grilled beef on Leidenheimer bread, yaji sauce, creole slaw, pickled onion

## Maafe Loaded Fries

Crispy fries, West African peanut stew, andouille crumbles, scallions

## Yassa Wrap

Lemon-onion marinated chicken, dirty rice, Creole mustard, fresh herbs – vegan option available

## Okra Seafood Soup

West African okra base, Gulf shrimp, blue crab, scotch bonnet broth – echoes of gumbo's ancestor

## Akara & Calas

Black-eyed pea fritters (Akara) + traditional NOLA Calas rice fritters – heritage on one tray

## Puff-Puff

West African fried dough, cardamom sugar, condensed milk dip – the dessert NOLA didn't know it needed

# More Than a Meal — A Movement

## Why Bayou Jollof Stands Apart

We are not another fusion gimmick. Bayou Jollof is a **culturally grounded brand** rooted in historical truth: West African cooking is the DNA of Louisiana cuisine. We make that story visible, delicious, and shareable.

- Kente + second-line visual identity — unmistakable, photogenic, proud
- Spice level system: Mild Bayou → Medium Savanna → Hot Lagos
- Dedicated vegan + gluten-adaptable options on every visit
- QR code on truck links to the origin story of each dish



## Instagram-First Design

Vivid plating, bold packaging, and a truck wrap that stops foot traffic — built for organic social reach and word-of-mouth marketing.



## Community Anchor

Partnerships with African diaspora organizations, HBCU events, and cultural institutions strengthen brand authenticity and loyalty.



## Inclusive Menu Architecture

Every visit offers vegan, vegetarian, and allergen-conscious choices — expanding the addressable customer base at every location.

# Built to Print at the Festival Gate

Bayou Jollof operates a lean, high-velocity food truck model – maximizing revenue per service hour through strategic location rotation and event-first scheduling. Mains priced at **\$12–\$15** with average ticket size of **\$18–\$22** when sides and beverages are included.

## Core Locations

- Brewery partnerships (NOLA Brewing, Abita taproom events)
- City Park weekend markets
- French Quarter tourist corridors
- Tulane / Loyola campus lunch rotations

## Festival Revenue

- Jazz & Heritage Festival – 450K+ attendees
- Essence Festival – 500K+ attendees
- Mardi Gras parade routes
- French Quarter Festival + Bayou Boogaloo

## Revenue Streams

- Direct truck sales (primary)
- Private catering: weddings, corporate, cultural events
- Festival booth rentals (separate from regular route)
- Branded merchandise – kente tote bags, spice kits

# From Pop-Up to Parade Route in 9 Months

## Months 1–2: Foundation

Finalize permits, secure truck, complete kitchen buildout, launch brand on Instagram/TikTok, begin catering pop-ups at private events

1

2

## Months 3–4: Soft Launch

First public service at NOLA Brewing + City Park weekend market, local press outreach, test full menu, gather customer feedback

3

## Months 5–6: Momentum

Lock in brewery rotation schedule, first major cultural event appearance, grow social following to 5,000+, introduce loyalty rewards

4

## Months 7–9: Festival Season

Debut at French Quarter Festival and Bayou Boogaloo, secure Jazz Fest vendor application, scale catering bookings, hit revenue targets

✔ Target: First Jazz Fest appearance by Month 10 – projected single-event gross of \$18,000–\$28,000 over 10 days.

# Early Signals Are Strong

Bayou Jollof is in active pre-launch, with a clear foundation and early momentum building in the New Orleans food and cultural community. Concept validation has been conducted through pop-up test tastings with overwhelmingly positive feedback on signature dishes, particularly the Suya Po'Boy and Jollof Bowl.

## 1 Concept Validated

Private tasting events confirm strong demand and repeat interest from diverse customer groups — locals, tourists, and food industry professionals.

## 2 Brand Identity Complete

Logo, truck wrap design, menu design, and social media identity finalized with kente + second-line aesthetic.

## 3 Location Partners Identified

Conversations in progress with two NOLA breweries and City Park event organizers for regular rotation spots.

## Permit Research Complete

City of New Orleans mobile food vendor requirements mapped; application ready to file upon funding.

## Social Presence Launched

Pre-launch Instagram and TikTok accounts generating organic interest from NOLA food community.

## Festival Applications In Progress

Vendor applications submitted for Bayou Boogaloo and French Quarter Festival for Year 1 debut.

## Advisor Conversations Active

Engaging experienced food truck operators and NOLA hospitality veterans as informal advisors.

# The Numbers: Lean, Scalable, and Built to Break Even Fast

## Startup Cost Range

**\$110,000 – \$145,000**

- Used/refurbished food truck: \$55–75K
- Kitchen equipment & buildout: \$20–30K
- Permits, licenses & insurance: \$5–8K
- Initial inventory & supplies: \$8–12K
- Branding, marketing & launch: \$7–10K
- Working capital reserve: \$15–20K

## Key Assumptions

- 150–250 covers/day on service days
- Avg. ticket: \$18–\$22
- 220–240 service days/year
- Food cost: 28–32% of revenue

**\$180K**

Year 1 Conservative

Base-case annual revenue projection

**\$280K**

Year 1 Target

Optimistic scenario with full festival season

**12mo**

Break-Even Target

Projected within 10–14 months of launch

**68%**

Gross Margin

Estimated gross margin after food cost

**i** Festival days are the highest-revenue events. A single 10-day Jazz Fest booth is projected to generate **\$18,000–\$28,000** in gross revenue — equivalent to 6–8 weeks of standard truck operations.

# Founders With Fire & Flavor



## Founder & Executive Chef

**[Your Name]** – Culinary background spanning West African home cooking and New Orleans Creole technique. Deep community roots in both cultures, with firsthand experience operating food service in high-volume environments. Drives menu development, brand voice, and operations.



## Operations & Business Lead

**[Co-Founder / Advisor Name]** – Background in food service operations, logistics, or hospitality management. Responsible for vendor relationships, permitting, financial management, and scaling the operational playbook as the brand grows.



## Brand & Marketing Advisor

**[Advisor Name]** – Experienced in food & beverage brand building, social media growth strategy, and cultural marketing. Provides guidance on digital presence, festival PR, and community partnerships.

# We're Raising \$125,000 to Put the Truck on the Street

We are seeking **\$125,000 in seed investment or financing** to acquire the truck, complete the build-out, execute our launch plan, and reach our first Jazz Fest with momentum. This round gives us 14 months of runway to reach break-even and prove the model before any expansion conversation.

Flexible structures considered: equity investment, revenue-based financing, SBA microloan partnerships, or a combination. We're open to the right partner — strategic value matters as much as capital.



## Truck Acquisition

\$60,000 — Purchase + kitchen buildout of a commercial-grade food truck ready for high-volume service



## Equipment & Supplies

\$25,000 — Commercial kitchen equipment, smallwares, branded packaging, uniforms



## Launch & Marketing

\$15,000 — Truck wrap, brand materials, social media ads, PR outreach, festival vendor fees



## Working Capital

\$25,000 — 3-4 months operating reserve covering inventory, staffing, fuel, and permits

# One Truck Today. A Cultural Food Empire Tomorrow.

Bayou Jollof is not just a food truck — it is the founding chapter of a lasting **African-Creole culinary brand** with multiple paths to scale and long-term value creation.



## Phase 1: Truck #1 Dominance

Establish Bayou Jollof as the premier cultural street food brand in New Orleans. Win Jazz Fest. Build a fanbase that follows the truck.



## Phase 2: Fleet Expansion

Add Truck #2 by Year 3, targeting Baton Rouge, Houston, and Atlanta — cities with strong African diaspora communities and vibrant festival scenes.



## Phase 3: Catering & Brick-and-Mortar

A dedicated catering division for weddings, corporate, and cultural institutions. Flagship restaurant in NOLA as brand anchor by Year 5.



## Phase 4: Brand & CPG

Packaged spice blends, sauces, and a Bayou Jollof cookbook — turning a beloved street brand into a lasting retail and licensing presence.

WHY NOW

# The Moment Is Ripe — and the Lane Is Wide Open

African cuisine is **having its cultural moment** in America. From Afrobeats topping global charts to West African restaurants earning Michelin recognition, the American palate is ready — and New Orleans is the most natural launchpad on earth. The city's DNA is African. Its food's origin story is African. It's time the street food scene reflected that truth.

Bayou Jollof arrives at the intersection of cultural pride, culinary curiosity, and investor appetite for authentic, differentiated food concepts. The truck is the foot in the door. The brand is the long game.

"Gumbo didn't come from France. Jambalaya didn't come from Spain. The soul of New Orleans cooking came from West Africa — and Bayou Jollof is here to say it out loud, one bowl at a time."

## Cultural Tailwinds

African cuisine is the fastest-growing food category in U.S. dining — up 200%+ in restaurant searches since 2019

## Tourism Demand

NOLA's 19M annual visitors are actively seeking authentic, photogenic, story-rich food experiences beyond the standard po'boy

## Zero Competition

No direct competitor exists in the West African–Creole fusion space in New Orleans — first-mover advantage is ours to claim

# Let's Build Something Beautiful — and Delicious.

Bayou Jollof is ready to roll. The concept is proven, the market is waiting, and the story is one worth telling loudly.  
We'd be honored to have you at the table.

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