



SPICE BAG

Dublin's Iconic Street Food Comes to Boston

Bold. Crispy. Craveable. The spice bag that started a revolution in Ireland — now landing in Boston's streets.

THE OPPORTUNITY

BOSTON IS READY FOR THE SPICE BAG

Boston is home to the **highest concentration of Irish-American ancestry** of any major US metro — over 20% of the population. Yet there is **no dedicated Irish Chinese takeaway** concept in the entire city.

The spice bag is already a viral, culturally iconic dish with massive built-in nostalgia for anyone with roots in Ireland, and genuine curiosity from foodies across the board.

The gap is real. The appetite is there. The timing is now.

20%+

Boston metro Irish-American ancestry

0

Dedicated spice bag concepts in Boston

100K+

College students in the greater metro area



THE CONCEPT

DUBLIN'S STREET FOOD CLASSICS, REIMAGINED FOR BOSTON

The Spice Bag food truck brings the full glory of the **Irish Chinese takeaway experience** to Boston streets — fast, bold, portable, and absolutely mouthwatering. Every item is engineered for high margin, quick service, and maximum craveable impact.



The Spice Bag

Crispy chicken or tofu, thick-cut chips, stir-fried peppers & onions, drenched in our **signature salty-spicy seasoning**. The hero. The icon.



Chicken Balls & Curry

Golden-battered chicken balls served with thick, fragrant **curry sauce**. A Dublin chippy staple that hits every time.



Salt & Chilli

Chips, chicken wings, or calamari tossed in our **house salt & chilli blend** — crispy, aromatic, and seriously addictive.



Munchie Boxes

The **3-in-1 and 4-in-1 combo boxes** — chips, rice or noodles, and your choice of protein. Maximum value, maximum satisfaction.

MARKET FIT

FOUR HUNGRY AUDIENCES. ONE TRUCK.



Office & Tech Workers

Boston's booming **Seaport and Financial District** house tens of thousands of lunch-hungry professionals. Fast, bold, satisfying — and far more interesting than a sandwich.



Students

Over **100,000 students** across Harvard, MIT, BU, and Northeastern — budget-conscious, adventurous eaters who drive food trend virality.



Irish-American Communities

South Boston, Quincy, and Dorchester are home to **multi-generational Irish families** with deep emotional ties to this food. This isn't novelty — it's nostalgia.



Late-Night Crowds

Post-bar, post-game, post-event — the spice bag is the **perfect late-night fuel**. Rich, indulgent, portable, and built for exactly this moment.

INSPIRED BY DUBLIN'S MOST VIRAL STREET FOOD QUEUE

Xi'an Street Food in Dublin proved the concept works at massive scale. The queues stretch around the block on a Tuesday night. Their spice bags go viral on TikTok and Instagram weekly. They've built a cult following not just among Irish diners, but with tourists, students, and foodies from every background.

We're bringing that **exact same energy and authenticity** to Boston — a city that already has the cultural DNA and the appetite for it. No competitor in Boston currently offers a dedicated, authentic Irish Chinese takeaway experience. **We are the first mover.**

First Mover

No direct competitor in the Boston metro area

Proven Concept

Wildly successful in Dublin — ready to cross the Atlantic

Viral by Nature

Visually stunning, shareable, and emotionally resonant food

A LEAN MACHINE BUILT FOR HIGH OUTPUT

The Spice Bag truck is engineered around **speed, consistency, and volume**. Our compact setup prioritises the equipment that matters — heavy-duty fryers and a dedicated wok station — keeping the menu tight and service fast.

→ 🔥 HIGH-OUTPUT FRYERS

Dual commercial fryers for simultaneous chicken, chips, and battered items — maximising throughput during peak lunch and late-night rushes.

→ 🔍 WOK STATION

Dedicated wok burner for stir-frying peppers, onions, and salt & chilli items — the key to authentic flavour, fast.

→ 📦 EFFICIENT ASSEMBLY LINE

Streamlined build-out workflow with designated prep, fry, toss, and pack stations. Target: under 4 minutes per order.

EQUIPMENT INVESTMENT

Estimated equipment & fit-out cost (excluding truck purchase):

\$35K – \$45K

Covers fryers, wok station, refrigeration, prep surfaces, ventilation, and smallwares. Truck acquisition estimated separately at \$20K–\$60K depending on condition.

BOSTON'S BEST CORNERS. EVERY DAY OF THE WEEK.

A rotating weekly schedule maximises foot traffic, demographic reach, and brand visibility across Boston's most valuable food truck markets.



High Margins. Simple Operations. Serious Returns.

~30%

Food Cost

Fried, seasoned items have excellent cost efficiency at scale

\$14–18

Avg. Order Value

Combo boxes and add-ons drive basket size up

\$4K+

Daily Revenue Target

Based on 250–300 covers at peak locations

Why the Numbers Work

The Irish Chinese menu is **naturally high-margin** — flour-battered proteins, chipped potatoes, and seasoned oils are among the lowest-cost, highest-perceived-value combinations in street food. Our tight, focused menu eliminates waste and speeds up service.

- Limited SKUs = less waste, faster throughput
- Combo upselling drives average order value
- Late-night pricing premium on weekends
- Private events & catering as a high-margin revenue stream
- Scalable to second truck within 18 months

BUILT TO GO VIRAL. BUILT TO STAY LOVED.



SOCIAL-FIRST STRATEGY

Steam rising from a paper tray. Golden chicken tumbling onto thick chips. The spice bag is **one of the most photographed takeaway items** in Ireland. We feed the algorithm and let the food do the talking — TikTok, Instagram Reels, and community hashtags.



IRISH COMMUNITY ACTIVATION

Partner with Boston's Irish cultural organizations, pubs, and GAA clubs. Be present at **Irish cultural events** year-round — building brand loyalty where the nostalgia runs deepest.



ST. PATRICK'S DAY

Boston's St. Patrick's Day parade in South Boston draws **hundreds of thousands** of attendees. This is our annual signature activation — maximum brand exposure, maximum sales, maximum cultural resonance.

PASSION-LED. COMMUNITY-ROOTED. HUNGRY TO GROW.

The Spice Bag is being built by people who grew up eating these dishes — and who understand Boston's food scene from the inside out. Our team brings together **food service experience, street food operations knowledge, and deep ties to the Irish-American community.**

We're not just launching a food truck. We're bringing a piece of home to people who miss it — and introducing something genuinely new and exciting to everyone else.

- ☐ Team bios, headshots, and full operational credentials available on request.

1

Operations Lead

Food truck & kitchen management, vendor relationships, compliance

2

Head of Food

Recipe development, sourcing, quality control, and authentic Irish Chinese technique

3

Brand & Marketing

Social media, community outreach, events, and partnership development

THE ASK

JOIN US AT THE GROUND FLOOR

We're seeking **\$120,000–\$150,000** in seed investment, partnership support, or a combination of both to get Spice Bag rolling on Boston's streets. This covers truck acquisition, equipment fit-out, initial inventory, permits, branding, and a working capital reserve for the first 90 days of operation.

In return, investors gain equity in a **first-mover brand with proven concept DNA, a passionate founding team, and a target market that is already waiting for this product**. We're not asking Boston to try something new. We're asking it to remember something it already loves.

USE OF FUNDS

- 1 Truck Acquisition — \$20K–\$60K
- 2 Equipment & Fit-Out — \$35K–\$45K
- 3 Permits, Licensing & Insurance — \$10K
- 4 Branding & Launch Marketing — \$10K
- 5 Working Capital Reserve — \$15K–\$25K



THE ASK

LET'S BRING THE SPICE BAG TO BOSTON 🌶️

Dublin's most iconic street food. Boston's next obsession.

WE'RE READY TO COOK. ARE YOU READY TO INVEST?

✉️ EMAIL

hello@spicebagboston.com

📍 BASED IN

Boston, Massachusetts

📱 FOLLOW US

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