

INITIATIVE NAME: 9834 THE FRUIT TRUCK

FOUNDER: PARTH MEHTA (27)

Adding healthy to binge eating

Jumping aboard the trend of food trucks that dot the cityscape, an engg grad opts to lure foodies with exotic fruits



ANGELA JAMINDAR

Parth Mehta dishes out smoothies, sundaes and shakes, at his food truck with a touch of exotic and imported fruits

At a time when exotic cuisine, street food and adventure eating are buzzwords in the city, a 27-year-old Gujarati has opted to add a dash of 'health' to these trends. Stroll into the now-famous food truck park in the city and you are bound to run into Parth Mehta as he dishes out smoothies, sundaes and shakes, all with a touch of exotic. The highlight of this engineering graduate's fares is the use of exotic, imported fruits.

Aptly named 9834 The Fruit Truck, 27-year-old Mehta's food truck is the result of a brainstorming session between the Entrepreneurship Development Institute of India (EDI) alumnus and his father.

"I was visiting Mumbai a few months ago when I met several vendors who specialise in selling exotic fruits. I wanted to bring these to the food-loving Amdavadis," says the Rajkot native, who connected with these vendors' importers for deliveries.

With financial help from his father, Parth employed an architect to design the special truck for him too. "But the challenging part was designing

the menu. "It took me nearly three months to experiment and create recipes for the smoothies, shakes, sundaes, etc. that are offered at the truck," says the business entrepreneurship student, who offers Australian grapes, California plums, Granny

Smith apples, rambutan, mangosteen, carambola aka starfruit, Thai guava, longan, etc.

The youth did a soft launch in Rajkot on May 26 before opening his mobile outlet in Ahmedabad on June 28. "Our business model

is very simple. There is a central kitchen where I store all the fruits that are imported through agents based in Mumbai.

My day begins at 2pm when I collect the required fruits from the central kitchen, load them along with other goods in the truck, finish the basic preparations and head to the food truck park by 6pm," says Parth, who has two helpers and caters to not less than 100 customers each days.

"I earn roughly between Rs 10,000 to Rs 12,000 each day but the satisfaction of helping Amdavadis become health conscious is much more rewarding," says Parth.

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