



AARON ALLEN & associates

GLOBAL RESTAURANT CONSULTING

10 COOL THINGS™
10 UNIQUE FOOD DELIVERY VEHICLES

10 COOL THINGS™:

UNIQUE FOOD DELIVERY VEHICLES

10 9 8 7 6 5 4 3 2 1

10: Delivering Cuteness

Babies, puppies, kittens, and this little electric Domino's delivery car are all too delightful to be ignored. Put your restaurant's logo on a endearing little car like this and the whole town will take notice. Put your logo on a kitten... well, that would be wrong.



Image Credit: http://i211.photobucket.com/albums/bb237/gregsters_pics/Pizza%20Cars/domino_pizza_car.jpg

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9: Futuristic Delivery

In 1985, Domino's envisioned the future with the *Triton No. 1*, an experimental pizza-delivery vehicle. Unfortunately, a quarter century later, we still have pot holes. So this particular future went straight to a museum in South Dakota.

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Image Credit: <http://slice.serious eats.com/archives/2010/03/pizza-girl-pizza-delivery-technology-of-the-future.html>

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8: A Spicy Delivery

To save on gas? Bicycle delivery. To save on laundry? Well, maybe not every day but, as a promotion to launch its new bike delivery service, the Océ Restaurant Group of Boston had delivery bikers clad only in underwear surprise some major lifestyle publications with free lunch.



Image Credit: <http://boston.eater.com/archives/2012/04/25/zocalo-announces-bike-service-with-para-de-of-flesh.php>

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7: The Talking Scooter

In the 'squeaky wheel gets the grease' category: Domino's in the Netherlands delivers with scooters that call out in a man's voice, "Domino's" and "Pizza". But the town crier advertising effect is a by-product; the primary purpose is safety as the voice alerts drivers and pedestrians to the normally quiet scooter.

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Image Credit: <http://mashable.com/2012/04/18/dominos-soundless-electric-scooter/>

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6: A Brief Segway

Traffic may be bumper to bumper and a parking space more rare than diamonds but, set the table, dinner's cutting through the park on a Segway. The eco-friendly, sidewalk friendly, single person vehicle has found its niche in urban restaurant delivery.

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Image Credit: <http://segwaynz.wordpress.com/2012/07/>
<http://www.arinow.com/2011/07/18/petes-to-begin-segway-pizza-delivery-tomorrow/>

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5: Mountainside Delivery

Neither snow, nor rain, nor heat, nor gloom of night stays the Roving Mammoth Burritos' Cat from bringing the heat to the slopes. Hungry skiers and boarders don't need to head back to the lodge as this tank-like take on the food truck, will come to them.

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Image Credit <http://blog.delivery.com/2011/01/21/food-delivery-on-the-slopes/>

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4: You Don't Miss a Moose

"Mommy, what's that buffalo doing on that car?"
"Advertising, dear."

Catchy paintjobs get attention but car sculpture, and cars that are sculpture, grab attention and don't let it go. More than worth the investment, a car with a moose on the roof or a car shaped like a wedge of cheese will be followed by eyes everywhere it goes.



Image Credit: http://productmobiles.blogspot.com/2010_01_01_archive.html

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3: Green Rides

Your restaurant sits where it is. But your delivery vehicle goes all over town, telling everyone who sees it who you are and what you stand for. Let your deliveries announce that you are a responsible company that cares about the world. Pizza Fusion's "Fresh, natural, Earth-friendly" slogan on the side panel of their car or energy efficient, low emission Gbikes are great examples of restaurants taking ownership of an issue and proclaiming their place in their communities.

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Image Credit <http://www.prweb.com/releases/pizza/fusion/prweb1466864.htm>
<http://www.prweb.com/releases/gbikeelectricbikes/June2012/prweb9616401.htm>

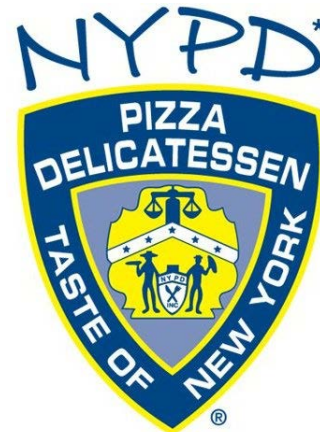
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2: NYPD Pizzeria

If you are driving through Orlando, Florida, and you see a cop in your rear view mirror, pull over: he might have a pizza for you. The NYPD Pizzeria delivers in cars styled to resemble New York police cars of decades past. And, of course, no one is surprised to find old New York in Florida.



PIZZERIA

*Not affiliated with the New York City Police Department.



Image Credit <http://www.nypdpizzeria.com/company.html>

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1: The Ultimate Delivery Vehicle Project

In restaurant promotion, anything can be a contest including unique designs for delivery vehicles. Recently, in a cross-promotion between Domino's and Local Motors, the world was invited to create the next generation pizza car. With \$50,000 in prizes, the 5 stage contest produced cutting edge, sci-fi inspired concepts from consumers and drew participants and collaborative efforts from around the globe.

UNIQUE FOOD DELIVERY VEHICLES

THE ULTIMATE DELIVERY VEHICLE PROJECT (LM)

A Domino's **THINK OVER** project in partnership with Local Motors

WE'RE REINVENTING THE WAY PIZZA IS DELIVERED, AND WE WANT YOUR HELP.

WE TAKE PIZZA DELIVERY SERIOUSLY.
First, we reinvented our recipe from the crust up. Now we're reinventing the way we deliver it by creating the ultimate delivery vehicle. From scratch.

WIN A SLICE of over \$50,000 in PRIZE MONEY

CHECK OUT THE CONTEST

Terms & Conditions

HOT ENTRIES



Image Credit: <https://farge.localmotors.com/pages/competition.php?co=71&tab=design-brief>



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AARONALLEN & associates

GLOBAL RESTAURANT CONSULTING

www.aaronallen.com



United States

390 North Orange Ave
Suite 2300
Orlando, Florida 32801
407-936-1010 (US)
(866) 436-4002 (US fax)

Central Europe

1051 Budapest
Október 6. utca 17,
Budapest, Hungary
+36-1-798-3578 (Europe)