Carley's Better Breakfast

- Scratch-made breakfast, fast & friendly.

- Mobile food truck • Drive-thru speed • Farm-forward ingredients

- Build-your-own sandwiches: biscuit, pancake, waffle, or tortilla wrap.

Problem

- Morning food should be quick, tasty, and affordable.

- Reality: long lines, inconsistent quality, and limited customization.

Solution

- A breakfast truck with a <60-second handoff target.

- Pre-set signature builds + fast 'Build Your Breakfast' flow.

- Locally sourced eggs and simple choices keep decisions easy.

Product

- Bases: Biscuit • Pancake • Waffle • Tortilla Wrap

- Proteins: Bacon • Sausage patty • Country ham • None

- Eggs: Fried • Scrambled | Cheese: American • Cheddar • None

- Plate add-ons: +2 waffles • +2 pancakes • +1 biscuit

- Signature: Biscuit Roll w/ Gravy — handheld, gravy inside.

Market

- Target: Morning commuters, parents on school runs, shift workers.

- Geo: Local routes near SR-82; pop-ups via social posts.

- Hook: Taste-first + speed; repeatable morning habit.

Traction & Channels

- Early social proof via mock posts and image-led menu.

- Channels: Instagram, Facebook, TikTok → announce route & specials.

- CTA: 'Order Online' and 'Open v1 Builder' for interactive play.

Ops & Tech

- Leaflet-powered live map on the site for location visibility.

- Static site (GitHub Pages) for reliability and simplicity.

- Menu builder calculates price instantly (v1).

Roadmap

- v2 site: assets gallery, deck/plan online, refreshed design.

- Next: online ordering flow (mock → real), pre-order windows.

- Partnerships with local farms; branded wraps/cups.

Team & Contact

- Founders: Family-run team; Carley inspired at age five.

- Email: hello@betterbreakfast.com (placeholder)

- Site: tonydmaker.github.io/carleys-better-breakfast/