

Shimmy Shack Media Kit



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Shimmy Shack Inc. is Michigan's first and only 100% vegan and gluten free food truck. While other food trucks in Michigan may offer vegetarian options, this is the first food truck in Michigan to offer a 100 percent vegan AND gluten free menu. Shimmy Shack serves up familiar favorites - burgers, fries, shakes, chili, nachos and cookies - they just all happen to be vegan and gluten free! Shimmy Shack's menu includes three grilled burgers - a black bean and rice patty with homemade guacamole, a falafel burger with a tomato and Shimmy's homemade garlic sauce and a classic American (lentil) burger - our version of a fast food cheeseburger. The truck also serves up regular and sweet potato fries (with special Shimmy-made sauces) as well as shakes - chocolate, vanilla, chocolate-peanut butter, banana, mocha, 'The Elvis' (chocolate, banana and peanut butter) and special seasonal flavors (blueberry, strawberry, peach, pumpkin).

Our spokesperson is Shimmy, the lovely blonde lady carrying our food and showing everyone that vegan food can be sexy, fun, healthy and irresistible. Her 'momma' is the majority owner (and operator) Debra Levantrosser. "We know that Michigan is ready for a healthier fast food option and Shimmy Shack is that choice," said Levantrosser, of South Lyon, Shimmy Shack's majority owner. "Shimmy Shack proves that vegan food can be sexy, fun, delicious AND healthy. We aim to dispel the myth that vegan food is boring and bland. Our team is ecstatic about making this great food available to Michiganders."

Shimmy was born in South Dakota when the pre-owned (circa. 2000), manual transmission Freightliner truck with a 30 gallon diesel fuel tank was purchased in early 2013. She was empty, dark and cold (having been a delivery truck) and in need of some tender loving care. Once purchased, she was driven to Minnesota to be equipped with a 36 inch propane powered grill, 2 refrigerators, 2 freezers, a propane powered fryer and plenty of counter space for shakes and burger assembly. A diesel powered generator was added to the side of the truck which runs the equipment when not plugged in to an external power source (it runs off the same diesel tank as the truck's engine). Shimmy had to be equipped with electrical capability and gas lines. The equipment draws 40+ amps when not running on the generator. While the Shimmy-mobile does run on diesel, it can also run on biodiesel and there are plans to recycle Shimmy's fryer oil into gas that can be used in the tank! External speakers were added to spin Shimmy's favorite tunes for customers to enjoy. The final touches included the retro colored painted wrap on the truck and the addition of a passenger seat in the front cab. Shimmy was ready to hit the road in June of 2013. She was driven back to Michigan and opened for her first event in August of 2013 and she's never looked back. Shimmy is super thrilled to bring these tasty vittles to the metro Detroit and greater Lansing areas. If you haven't tried Shimmy's food, be ready for some sexy, irresistible, healthier food!

We source the majority of our products from Michigan companies and love supporting fellow Michigan small businesses. Shimmy Shack serves up her goodness at festivals, business lunches, community events, parties, weddings and other venues to provide catering services. Shimmy's schedule can be found on the web (www.shimmyshack.com). Not only do we take the truck to events, we also do pop-ups at local places of business, worship or play. All we need is an electrical outlet and 2 tables and we're servin' up our vegan goodies.

In order to show how hip, fun and sexy vegan food can be, Shimmy launched her annual calendar of the 'sexiest vegetarians' in Southeast Michigan in 2015 with plans to make this an annual piece of artwork available for purchase. See our website to purchase yours today!

The leadership team is comprised of the majority owner-operator, Debra Levantrosser; Creative Directors Jim Ward and Ryan Karell (creators of 'Shimmy'); Creative Genius behind 'Ren & Stimpy' John Kricfalusi (illustrator of 'Shimmy'); and Leon Liu.

Specifications of the Shimmy-mobile:

Shimmy measures 7'4" wide x 11'10" tall x 27'2" long

40+ amps of power needed when not running on the generator

23 gallon (100 lbs) external propane tank

Internally installed diesel-powered generator

30 gallon internal diesel fuel tank

Electrical plug code is "NEMA L5-30-R 30 amps and 125 volts"

Licensure

Shimmy Shack is a STFU (Special Transitory Food Unit) licensed by the State of Michigan, License number SST3147039305

Contact us TODAY to schedule Shimmy Shack to serve up our tasty chow at YOUR place of work or play!!

XO,

Shimmy

