

Shimmy Shack Media Kit



Voted top 5 veg food trucks in the USA by
PETA in 2015!



A regular on Fox 2 Detroit

Contact Shimmy Shack:

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Media Contact: Debra Levantrosser, Chief Shimmy Executive aka Shimmy Mama

Mission:

Proving that vegan GF food can be sassy, fun, delicious AND healthy by dispelling the myth that vegan food is boring and bland! (GF = gluten free)

Vision:

Animal consumption is a thing of the past

Core Values:

Exceptional Customer Service

Teamwork

Respect

Collaboration

Retro Fun

Experimentation

Shimmy Shack Inc. is Michigan's first and only 100% vegan and gluten free food truck and restaurant. While other food trucks and restaurants in Michigan may offer vegetarian options, this is the first 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 two grilled burgers - a black bean and rice patty with homemade guacamole and a classic American (lentil) burger - our version of a fast food cheeseburger. It also serves up a warm falafel pita rolled with our own garlic sauce, regular and sweet potato fries (with special Shimmy-made sauces) as well as shakes - chocolate, strawberry and special seasonal flavors (e.g. blueberry, peach, pumpkin).

Shimmy Shack began rolling down the metro Detroit streets in August 2013. Our spokesperson is Shimmy, the lovely blonde lady carrying our food and showing everyone that vegan food can be sassy, fun, healthy and irresistible. Her 'momma', Debra Levantrosser, is the majority owner (and operator). "We know that Michigan is ready for a healthier fast food option and Shimmy Shack is that choice," said Levantrosser. "Shimmy Shack proves that gluten free vegan food can be sassy, fun, delicious AND healthy. We aim to dispel the myth that gluten free vegan food is boring and bland. Our team is ecstatic about making this great food available to Michiganders."

Shimmy Shack is all about reducing animal suffering, making a healthier food choice for your insides and outside, and having a positive impact on the environment. Every time you come to Shimmy Shack you are doing all three of these things and we love it! Not to mention that we are removing the stigma attached to the word 'vegan' and showing how awesome, tasty and filling vegan food can be.

The fast food restaurant opens in January 2019 in Plymouth, Michigan. The atmosphere is inspired by a 1950's home and is intended to make you feel comfortable and happy. The restaurant also has a make-your-own gift basket area of gluten-free vegan products and resale clothing that makes you smile (fabrics have fruits, vegetables and animals on them). The restaurant is open Mon-Sat and for private events on Sunday. You can plan your child's party or your wedding reception at Shimmy Shack!

HISTORY

The Shimmy-mobile (truck) 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 in her previous life) 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). The Shimmy-mobile had to be equipped with electrical capability and gas lines. The equipment draws 50+ 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 Shack'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. She was ready to hit the road in June of 2013 and 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 her tasty vittles to the metro Detroit and greater Lansing areas. If you haven't tried Shimmy's food, be ready for some irresistible, naughty, healthier food!

SOURCING

We source the majority of our products from Michigan companies and love supporting fellow Michigan small businesses. Shimmy Shack serves up its goodness at festivals, business lunches, community events, parties, weddings and other venues to provide catering services. Shimmy Shack's schedule can be found on the web (www.shimmyshack.com). Not only does the Shimmy-mobile go to events, but Shimmy Shack also does pop-ups at local places of business, worship or play. All that is needed is a spot where people gather!

THE CALENDAR

In order to show how hip and fun vegan food can be, Shimmy launched her annual calendar of the 'sexiest vegetarians' in Southeast Michigan in 2015 and has published one every year since then. See our website to purchase yours today!

OWNERSHIP

Shimmy Shack is owned by the majority owner-operator, Debra Levantrosser; Creative Director Ryan Karell (creator of 'Shimmy'); John Kricfalusi (illustrator of 'Shimmy' and creative genius behind Ren & Stimpy); and Leon Liu.

Specifications of the Fast Food Restaurant:

1,660 square feet

Two restrooms

Seating for 30 (for private parties this can be increased)

A grab-n-go cooler

A gluten-free vegan marketplace with a make-your-own gift basket area

Specifications of the Shimmy-mobile:

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

30+ amps of power needed when not running on the generator (for full power, 50 amps are needed)

23 gallon (100 lbs) external propane tank

Internally installed diesel-powered generator

30 gallon internal diesel fuel tank

Licensure

Shimmy Shack is licensed by the state of Michigan as a mobile food unit.

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

XO,

Shimmy

