

**'Appetite for more' –**

**English activation through popular culture**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

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*Before you begin reading...*

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**Part 1.** Jot down your responses to these questions as we discuss them together as a class.

Have you ever eaten at a food truck?



Here in Hong Kong or in another city?

If yes, what was the experience like?

If not, would you be interested in eating at a food truck, and why?

**Part 2. Make predictions** about the content of the article, 'Finally, food trucks hit the streets of Hong Kong' by responding to the following questions. This step will enable you to **anticipate** the information from the article more effectively.

1. How receptive do you think Hong Kong will be to food trucks?
2. Why do you think there were no food trucks in Hong Kong prior to 2017?
3. What cuisines or kinds of food might suit the food truck model?
4. What are food trucks in other cities like and how might they be different here in Hong Kong?

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*As you read...*

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**Part 3.** Read the article, intentionally seeking out its main ideas, and respond to the following questions. Provide specific quotes to support your answers.

1. Describe Hong Kong's initial reaction to the food truck pilot scheme. Consider the reaction from the aspiring food truck chefs, the actual food truck chefs, and the food truck patrons. How would you describe each group? Use one word or phrase for each.

	Reaction	Description
Aspiring food truck chefs		
Actual food truck chefs		
Food truck patrons		

2. What seems to be the government's motivation for finally legalizing food trucks?
3. Why do you think these particular food trucks (Pineapple Canteen, Beef and Liberty, Mein by Maureen) were selected to take part in the pilot programme?
4. How is Hong Kong's food truck programme different from those of other cities, such as New York, San Francisco, Paris and London?

After you read...

The Tourism Commission is now inviting the public to submit proposals for new food trucks in preparation for the second phase of the food truck scheme, which will be rolled out this autumn. You and your friends would like to submit a proposal. **Fill in the attached application form** and be prepared to present your proposal to the judging panel.

- Name and brief description of your food truck
- Short sample menu, with 3-4 items and their prices

Examples of menus:

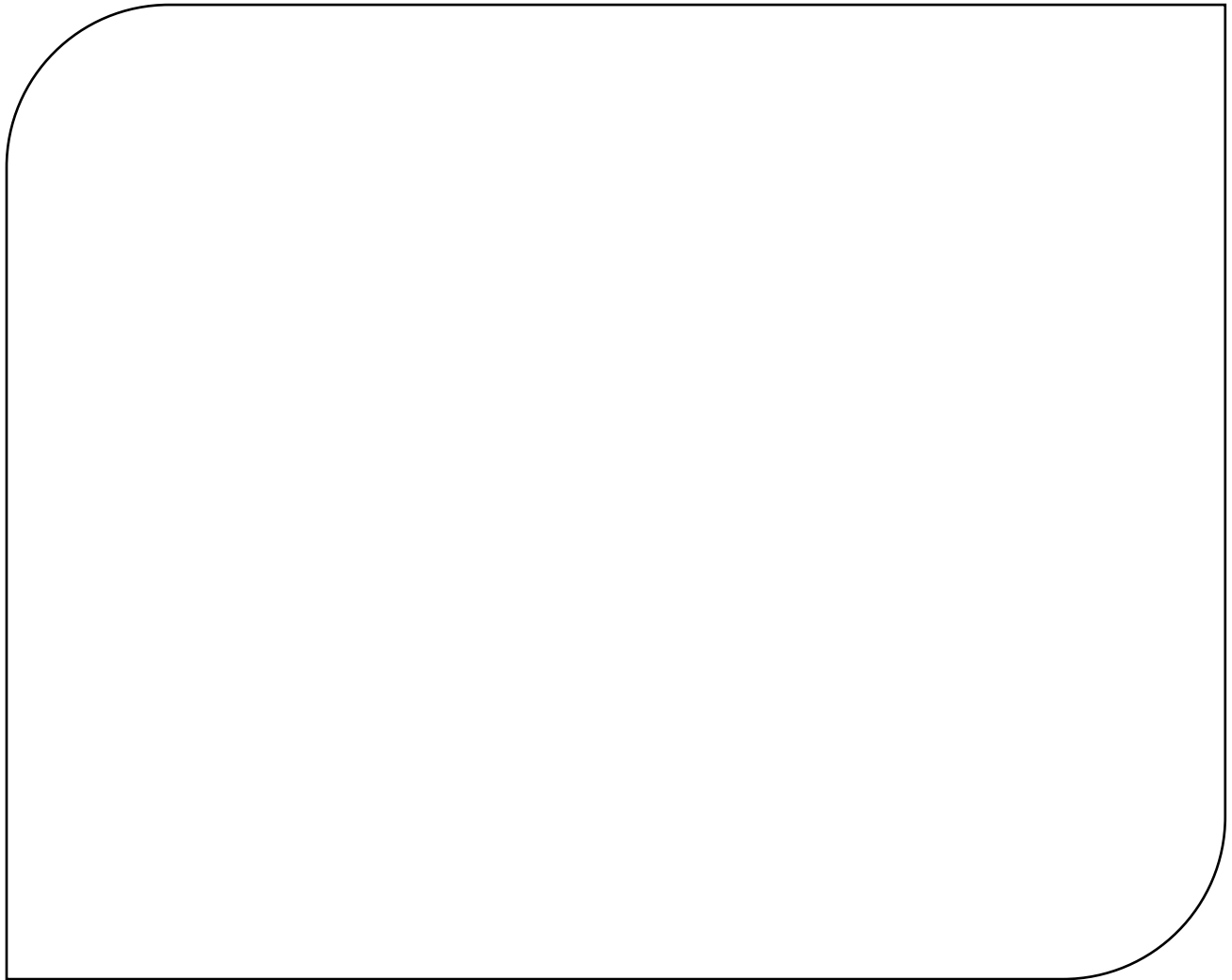


**Food Truck Scheme Phase 2: Application Form – Submission Deadline: March 1, 2018**

Names of applicants: \_\_\_\_\_

1. <b>Name</b> of proposed food truck	
2. <b>Description</b> of proposed food truck, including the <b>style</b> and <b>cuisine</b> of the food served	

Sample menu of 3-4 items, with their proposed prices:



Signatures: \_\_\_\_\_ Date: \_\_\_\_\_

## Finally, food trucks hit the streets in Hong Kong

Kate Springer, CNN • Updated 13th February 2017

Name: _____
Date: _____

5	<p>On a sunny Saturday afternoon in Hong Kong, an 80-person line snaked around the back of Hong Kong's Space Museum -- just a few steps from Victoria Harbour in Tsim Sha Tsui. But these folks weren't eagerly awaiting an astronomy lesson.</p>	<p>tourism officials. In the end, a mix of 16 Chinese and international restaurants were chosen to take part, including Beef &amp; Liberty -- a popular burger spot in Hong Kong.</p>	60
	<p>They were queuing up to experience one of Hong Kong's first food trucks.</p>	<p>Launching later this month, Beef &amp; Liberty's truck will serve a signature Notorious PIG -- a slow-cooked pork shoulder sandwich -- alongside American comfort foods, such as beef hamburgers and mac 'n' cheese.[...]</p>	65
10	<p>Dubbed Pineapple Canteen, the cheerful yellow truck specializes in traditional Hong Kong pineapple buns, named for their bulbous shape and thick crown of sugar. The pastry purveyor was one of three food trucks to launch on February 3, as part of the Tourism Commission's two-year pilot program.</p>	<p>A well-known Hong Kong chef, Maureen Loh will also launch her food truck -- Mein by Maureen -- this February. A pioneer of molecular gastronomy in Hong Kong, Loh is best known for her eponymous Maureen noodle bar in Wan Chai, where she serves tasting menus, as well as signature lo mein noodles with sous vide toppings -- think duck, shrimp, chicken, ribs and foie gras.</p>	70
15	<p>By the end of March, 13 more foods trucks will join them, setting up in eight assigned tourism destinations around the city, including the Central Harbourfront, Hong Kong Disneyland and Ocean Park.</p>	<p>"For the food truck, I wanted to create a dish that represents Hong Kong, as I was born and raised here," says Loh. "That's why I'm serving my signature noodles (on the truck)."</p>	75
	<p><b>Ready to roll</b></p> <p>Debuting over the Chinese New Year holiday, Pineapple Canteen sold 600 pineapple buns on its first day of operation and an estimated 2,000 by the end of the weekend. In addition to the traditional buns, the popular truck serves contemporary renditions filled with fresh cream and diced pineapple, or stuffed with pork chops.</p>	<p><b>Behind the steering wheel</b></p> <p>In other cities around the world -- San Francisco, Paris, London, or New York City -- food trucks have popped up organically, offering a whimsical yet practical way for chefs to test-drive new ideas without committing to brick-and-mortar digs.</p>	80
25	<p>"I have never operated a food truck before, but I thought it'd be a fun challenge," says operator Carrie Lam, who also runs a family-owned cha chaan teng diner called Tan Sing Café. "We wanted to change up the traditional pineapple bun recipe, so we used Japanese corn meal to give it a crunchy texture outside, then we added fresh pineapple and cream for a smooth, cool taste inside." [...]</p>	<p>But in Hong Kong, the food truck program is far from spontaneous. As part of the government plan, Hong Kong's new food trucks will be stationed at eight designated tourist sites, alternating every two weeks. A companion app -- named HK Food Truck -- explains when and where to find each truck. Long lines may indicate that diners don't mind the choreography, but some residents argue that such programming contradicts the essence of food trucks. "If you look at the history of food trucks from around the world, there's this sense of spontaneity that, to me, is vital to its success," says Kenneth Ip, an architect in Hong Kong. [...]</p>	85
30	<p><b>What took them so long?</b></p> <p>Before the pilot scheme, food trucks in Hong Kong only made temporary appearances at private events. The city lacked relevant legislation for public food trucks, making it impossible to legally operate one.</p>	<p>By introducing a new Special Purpose Vehicle classification, under the Food Factory License umbrella, the government has set up a designated system for licensing food trucks, though no new applicants will be</p>	90
35	<p>By introducing a new Special Purpose Vehicle classification, under the Food Factory License umbrella, the government has set up a designated system for licensing food trucks, though no new applicants will be</p>	<p>Despite the program's conception, Ip hopes the new food trucks will revive a piece of Hong Kong's identity:</p>	95
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45	<p>By introducing a new Special Purpose Vehicle classification, under the Food Factory License umbrella, the government has set up a designated system for licensing food trucks, though no new applicants will be</p>	<p>Despite the program's conception, Ip hopes the new food trucks will revive a piece of Hong Kong's identity:</p>	100

<p>50</p> <p>55</p>	<p>considered during the two-year pilot.</p> <p><b>Gearing up for business</b>                  It took nearly a year to bring Hong Kong's food truck program to fruition. In March 2016, the Tourism Commission opened the program up for entries -- inviting individuals, restaurants and business to propose their ideas. Of 192 applicants, 51 candidates were invited to take part in a cook-off held last July, which was judged by a panel of government representatives, food experts and</p>	<p>street food. [...]</p> <p>"It would be tremendously exciting if the food trucks could bring that (street food) culture back, in a way, and benefit the culinary start-up scene," Ip adds. "It is difficult to launch a new restaurant in Hong Kong with the market conditions and high rents. For a young chef with a wacky idea, a food truck could help facilitate the next big culinary sensation."</p>	<p>105</p> <p>110</p>
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