Brazos Smoke & Tacos (demo): your starter kit

DEMO: a made-up food truck, made to show the kit. Photos are AI-generated. Everything in this kit points to one address: brazos-tacos-demo.glowewebsites.com, your mobile menu page. The QR code on the board and the window sign opens it, and you can put it on Google, Instagram and Facebook.



What's in the kit

menu-board-print.pdf	18 x 24 in poster for the truck
menu-board-tv.png	1920 x 1080 picture for a TV
qr-window-sign.pdf	letter-size 'Scan for our menu' sign
qr-code.png	the QR code alone (stickers, flyers)
menu.csv	your menu as a table (for the card reader / POS)
starter-guide.pdf	this guide

Using the files

Print the board. menu-board-print.pdf is 18 x 24 inches. Any print shop (or office store) prints it as a poster; for outside, ask for foam board or coroplast. It also scales down cleanly to 12 x 18 or 11 x 17.

Show it on a TV. Copy menu-board-tv.png to a USB stick and open it in the TV's photo viewer (set the slideshow to one picture), or cast it from your phone. It is 1920 x 1080, the shape of every flat TV.

The QR code. It opens brazos-tacos-demo.glowewebsites.com, your own mobile menu page. Test it with your phone before printing. Tape qr-window-sign.pdf by the order window.

Prices change?. Edit your menu on your kit page and tap Build again. The page, the board and the TV picture all update; the QR code never changes, so printed signs keep working.

Google profile checklist (food truck)

Your Google profile is what people see when they search your truck's name or 'food trucks near me'. Tick these off once; the weekly update keeps it alive.

- ☐ **Check you qualify**
  Google lists businesses that meet customers in person during the hours they show. A truck that parks at the same spot on a regular schedule lists that spot and those hours; if you move every day, read Google's eligibility page first.
- ☐ **Name = what's on the truck**
  Exactly as painted on the truck and your menu board. No extra words like 'best tacos Waco'.
- ☐ **Category: Food truck**
  Primary category Food truck, then at most one or two more that match the food (Taco restaurant, Barbecue restaurant).
- ☐ **Hours you really serve**
  Regular hours for your regular spot, and special hours for holidays and events so nobody drives to an empty lot.
- ☐ **Menu link = your QR page**
  Edit profile > Menu (or Website) > paste brazos-tacos-demo.glowewebsites.com. The same page your QR code opens, so it is never out of date.
- ☐ **Phone that you answer**
  (254) 555-0142. Customers tap it straight from Google Maps.
- ☐ **Photos**
  Your truck (outside, with the name visible), the menu board, and your 5 best plates. Add one new photo every week or two.
- ☐ **A weekly update**
  Post where you'll be this week as a Google update (Add update). Short, one photo, the days and the spot.
- ☐ **Answer every review**
  Thank people by first name. Calm and short for unhappy ones; never offer anything in exchange for a review.
- ☐ **Same info everywhere**
  Name, phone and schedule match on Google, Instagram/Facebook, your board and your QR page.

Want a score out of 100 for your profile? Free 2-minute check: profile.glowewebsites.com/audit.

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Card reader (POS) setup guide

Three systems most trucks pick from, compared from each company's own published pricing (checked November 2026; prices change, check their site before you sign). We don't sell any of them and earn nothing if you pick one: no affiliate links.

	Square	Toast	Clover
Software / month	$0/mo (Free plan); Plus $49/mo; Premium $149/mo	$0/mo Starter Kit (new customers, 1 location); paid plans from $69/mo	Plans from about $15-90/mo depending on plan and seller
Card rate (in person)	2.6% + 15¢ in person on Free (2.5% Plus, 2.4% Premium)	3.09% + 15¢ in person on the $0 kit; lower on paid plans	About 2.3-2.6% + 10¢ in person (Clover.com plans)
Hardware for a truck	Reader $59 (runs on your phone), Terminal $299 (handheld with printer)	Toast Go 3 handheld; cellular version + $20/mo data	Clover Go reader; Flex handheld $749 with printer + LTE
Takes cards offline?	Yes: Terminal/Register up to 24 h, Reader 1 h; upload within 24 h	Yes: goes offline by itself, cards sent when back online	Yes: Mini and Flex up to 7 days by default
Contract	No contract	Usually a 2-3 year agreement	Often 3 years on financed hardware; bank/reseller terms differ
Good fit	Most new single trucks: free software, cheap reader, no contract.	Trucks tied to a restaurant or commissary already on Toast; staff taking orders down the line.	Want one handheld with its own cell data and printer; longest offline window.

On a $12 ticket the fixed cents matter: 15¢ adds about 1.25 points to your real rate, so compare total cost at your own average ticket, not just the percentage. Square, Toast and Clover are trademarks of their owners. Nothing here is tax or legal advice.

Set it up in 8 steps

1. Pick one from the table above (no contract is the safe start), sign up on their own website and order the reader.
2. Put your menu in: same item names and prices as your board. menu.csv in this kit has every item, section and price to copy from.
3. Sales tax: turn on tax in the POS and set the rate for where you sell (Texas Comptroller's rate lookup); ask your tax person if unsure.
4. Turn ON offline payments and set an offline limit you're comfortable with; you carry the risk if an offline card declines later.
5. Bring your own internet: a phone hotspot or a reader with cell data. Festival wifi fails at the rush.
6. Tips: turn on the tip screen if you want it (most trucks use 15/18/20% or custom).
7. Do a $1 test sale with your own card and refund it, before your first day.
8. End of day: close out, check the deposit lands in your bank the next business day.