



## Treasure Island Winery hosting San Francisco-based food trucks

By: [Amy Crawford](#) | 10/06/11 10:46 PM

Examiner Staff Writer

*Jill Horn is the chief marketing officer for Mobile Gourmet, a startup that organizes food truck events and will have two popular trucks — Bacon Bacon and the Nom Nom Truck — at the Treasure Island Winery on Saturday from noon to 5 p.m.*

**What is the appeal of food trucks?** It lets the regular person be a little bit hip and a little bit in the know. You don't have to make a reservation at the cool new place a month in advance — you can just show up the same day.

**What's your favorite food truck fare?** One of my favorites is the Lobster Shack — lobster rolls and lobster mac and cheese. I'm also a really big dessert and ice cream fan — there's this one called Twirl and Dip. It's fun to be able to try a lot of things.

**How did you get into the food truck business?**

We used to work in high-tech. We always talked about starting our own business that's food-related, so I said, "Let's get our own truck." We made whoopee pies. Then we realized that we'd have to sell 1,000 whoopee pies to make \$1,000, so we thought, "Why don't we organize food trucks?"



Jill Horn worked in high-tech before turning her attention to the Mobile Gourmet food truck startup. (Courtesy photo)

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