

COASTMAC

Founders

Guide

Everything you need to start or upgrade
your mobile food or coffee business.



What's Inside

- 1 Know Your Towing Capacity
- 2 Find Your Niche
- 3 Find Your Rig: Coffee or Food?
- 4 Payload Calculator Worksheet
- 5 The Pre-Launch Checklist
- 6 Council Approval & Compliance
- 7 Mobile Hospitality Blueprint
- 8 Coffee Bean & Equipment Guide
- 9 Pre-Launch Marketing Strategy

Fill in the checklists as you go. Tap the linked tools for instant, live results.

Start here. This decides which van sizes are even in play before you fall in love with one.

The Numbers That Matter

ATM Your van's maximum loaded weight, set by Coastmac.	Kerb Weight Your vehicle's own weight, fully fuelled, no passengers or trailer.
GVM Max your fully loaded vehicle can weigh, including tow ball weight.	GCM Max combined weight of your loaded vehicle and loaded van together.
Braked Towing Capacity Heaviest braked trailer your vehicle is rated to tow.	Tow Ball Weight Roughly 10% of the van's ATM. Counts against your GVM.

4 Steps to Check You're Covered

1. Find your vehicle's braked towing capacity, GVM and GCM. Check the compliance plate or owner's manual, or Google "[Year, Make, Model] kerb weight, GVM, GCM, braked towing capacity, ATM and tow ball weight".
2. Select your ideal van. Coffee Van: 2.7 tonne ATM. Food Van: 1.6 tonne ATM.
3. Fill in the worksheet below from your car's manual or Google search.
4. Compare your figures against each limit. If anything is close, talk to our team before you commit.

Your Worksheet

Note your vehicle's figures here for reference. Coastmac vans have their own brakes fitted, so use your braked (not unbraked) capacity.

Van model		
Kerb weight		kg
Vehicle GVM		kg
Vehicle GCM		kg
Braked towing capacity		kg
Van ATM (Coffee 2.7t / Food 1.6t)		kg

Get Instant Results

Run these figures through the live Tow Weight Compliance Calculator for an instant pass or fail check.

Check compliance online: <https://www.coastmac.com.au/founders-kit#sec-1>

The vans that succeed pick one lane. Here's how to know which one is yours.

How to Focus Your Energy

- **What do you already love making?** Passion is what gets you through the early 5am starts.
- **When do you want to trade?** Weekday lunch trade rewards fast, simple concepts like coffee and sandwiches. Weekend and evening trade suits slower, more "eat-in" food like pizza or BBQ.
- **What's your budget?** Coffee and desserts carry the lowest equipment overhead.

How to Know What Will Make You the Most Money

- **Work out your food cost %.** Keep it under 30% of your sale price.
- **Keep it to 1-3 hero items.** Fewer items means less waste and faster service.
- **Match your menu to fast prep.** Quicker orders out the window pays the van off faster.

How to Know Your Competitors

- **Search social media first.** Look up your food type plus "van" and your suburb.
- **Visit your target locations at trading times.** Count how many similar vans are already there.
- **Look for the gap, not the crowd.** If everyone sells burgers, a coffee or dessert van has an easier path to a queue.

Tick anything that appeals. Then use the advice on the previous page to cut your list to one.

COFFEE & HOT DRINKS

- ☐ Specialty Coffee
- ☐ Single-Origin Pour Over
- ☐ Chai & Spiced Tea Van
- ☐ Hot Chocolate & Cocoa Bar
- ☐ Matcha Tea Bar
- ☐ Bubble Tea / Boba

BREAKFAST

- ☐ Breakfast Wraps & Burritos
- ☐ Bacon & Egg Rolls
- ☐ Pancakes & Waffles
- ☐ Acai & Smoothie Bowls
- ☐ Overnight Oats
- ☐ Bircher Muesli Bar

SANDWICHES, ROLLS & WRAPS

- ☐ Gourmet Toasted Sandwiches
- ☐ Deli Rolls
- ☐ Bagel Bar
- ☐ Focaccia & Panini
- ☐ Vietnamese Banh Mi
- ☐ Cuban Sandwiches
- ☐ Club Sandwiches

BURGERS & AMERICAN

- ☐ Smash Burgers
- ☐ Gourmet Burgers
- ☐ Loaded Fries
- ☐ Gourmet Hot Dogs
- ☐ Chicken Tenders & Wings
- ☐ Poutine Van
- ☐ Mac & Cheese Bar

MEXICAN & LATIN AMERICAN

- ☐ Street-Style Tacos
- ☐ Burritos
- ☐ Quesadillas
- ☐ Nachos Bar
- ☐ Empanadas
- ☐ Arepas
- ☐ Churros Van

ASIAN

- ☐ Bao Buns
- ☐ Dumplings & Gyoza
- ☐ Ramen
- ☐ Pad Thai / Wok Noodles
- ☐ Sushi Rolls & Onigiri
- ☐ Poke Bowls
- ☐ Korean Bowls
- ☐ Korean Fried Chicken
- ☐ Satay Skewers

- ☐ Laksa Van
- ☐ Rice Paper Rolls
- ☐ Katsu Curry

INDIAN & SUBCONTINENT

- ☐ Curry Bowls
- ☐ Butter Chicken Van
- ☐ Naan Wraps
- ☐ Samosas & Chaat
- ☐ Biryani Van
- ☐ Dosa & South Indian

MIDDLE EASTERN & MEDITERRANEAN

- ☐ Kebabs & Souvlaki
- ☐ Falafel Wraps
- ☐ Shawarma
- ☐ Hummus & Mezze Boxes
- ☐ Greek Gyros
- ☐ Turkish Pide
- ☐ Lebanese Grill

EUROPEAN

- ☐ Wood-Fired Pizza
- ☐ Pasta Van
- ☐ Paella
- ☐ German Bratwurst & Pretzels
- ☐ French Crepes
- ☐ Fish & Chips
- ☐ Cheese Toastie Specialist

BBQ & SMOKED

- ☐ Slow-Cooked American BBQ
- ☐ Pulled Pork Rolls
- ☐ Brisket Van
- ☐ Rotisserie Chicken

- ☐ Jerk Chicken

SEAFOOD

- ☐ Fish Tacos
- ☐ Fish & Chips
- ☐ Prawn Rolls
- ☐ Oyster Bar
- ☐ Sushi & Sashimi

DESSERTS & SWEETS

- ☐ Ice Cream & Soft Serve
- ☐ Gelato
- ☐ Fresh-Fried Donuts
- ☐ Belgian Waffles
- ☐ Fresh-Baked Cookies
- ☐ Cupcakes & Bakes
- ☐ Sweet Crepes
- ☐ Churros
- ☐ Shaved Ice
- ☐ Fairy Floss
- ☐ Chocolate Fondue Bar
- ☐ Sweet Pancake Van

HEALTH & DIET-SPECIFIC

- ☐ Juice & Smoothie Bar
- ☐ Vegan-Only Van
- ☐ Gluten-Free Specialist
- ☐ Salad & Grain Bowl Bar
- ☐ Protein Box Van
- ☐ Keto-Friendly Van

NOVELTY & SPECIALTY

- ☐ Grazing Box Van
- ☐ Gourmet Popcorn Bar
- ☐ Novelty Toastie Truck
- ☐ Aussie Meat Pie Van
- ☐ Sausage Sizzle Specialist
- ☐ Waffle Fries Bar
- ☐ Loaded Baked Potato Van
- ☐ Soup Van
- ☐ Antipasto Grazing Table
- ☐ Milkshake & Malt Bar

Your Shortlist

My top 3 niches:

Compare the two rigs side by side. Both share the same European chassis and a 36-month structural warranty.

Best for	Barista-led operations	Kitchen-led operations
ATM	2.7 tonne	1.6 tonne, 700kg payload
Brakes	Mechanical override, no wiring needed	Mechanical override, no wiring needed
Axle	Dual axle	Single axle, movable by 1-2 people
Power	Dual 15-amp circuits	Standard 15-amp circuit
Standard kit	Roof LED sign, 50" flush menu, customisable LED colours	3-burner griddle, twin fryer, 120L freezer, 100L fridge
Wheels & finish	14-inch alloy wheels	Automatic electric stabilisers

Which One Fits?

- **Pick Coffee Van if:** you're coffee-only, dessert/sweets, or want maximum curb appeal with LED branding.
- **Pick Food Van if:** you're serving hot food, need gas cooking equipment, or want a lighter, more manoeuvrable rig.

See the Full Spec Sheet

Use the interactive Rig Suggester online to get a tailored equipment list and download the technical brochure.

Find your rig online: <https://www.coastmac.com.au/founders-kit#rig-suggester>

Tick what you're carrying and note the weights. Always verify your final loaded weight at a public weighbridge.

Standard Equipment

☐	ACM Evolve Dark 2 Group Coffee Machine	58kg
☐	Mazzer Robur S Electronic Grinder	24kg
☐	Pugpress Q58 Auto Tamper	10kg
☐	Gas Griddle (3-Burner)	45kg
☐	Gas Fryer (Twin)	35kg
☐	Gas Bottles (2x 9kg Full)	36kg
☐	Fridge/Freezer Stock	50kg
☐	Milk / Dry Stock (50kg)	50kg

Liquids (1kg per litre)

Fresh water L

Grey water L

Your Total

Total loaded weight kg

Van maximum (Coffee 1,100kg / Food 700kg) kg

Get an Instant Total

The live Payload Calculator adds this up for you and flags overload in real time.

Calculate online: <https://www.coastmac.com.au/founders-kit#calculator>

- ☐ **Phase 1: Legal Setup** : Apply for your ABN and complete Food Safety Supervisor training (Standard 3.2.2A) via the Food Handler Course.
- ☐ **Phase 2: Business & Finance Setup** : Open a business bank account, confirm your build and running cost budget, and arrange insurance. Choose and test your POS system.
- ☐ **Phase 3: Council Prep** : Register with your "Home Council" and notify target trading zones.
- ☐ **Phase 4: Trading & Supplier Setup** : Secure your first trading locations or event bookings, open supplier accounts, and finalise your van wrap and signage design.
- ☐ **Phase 5: Launch Ready** : Perform a 5G connectivity test and a timed service dry-run.

ABN & Food Safety Training

Apply for your ABN and enrol in the Food Handler Course.

abr.gov.au/applying-abn | foodsafety.com.au/courses/food-handler-course

The Home Rule Principle: You must register where the van is garaged. This "Certificate of Registration" is your primary permit for Australia-wide trade notification. Requirements are set nationally but registered through your state or territory regulator.

- **Inter-council Trading:** Home registration covers structural compliance. Notifications cover local parking bylaws.
- **Insurance:** Secure at least \$10m-\$20m public liability covering mobile gas/electrical trade. For a quote, we recommend Rachel Thomas at Grace Insurance, a national broker with offices in Perth, Sydney and Melbourne.

What Inspectors Check

- ☐ **Temperature control:** cold food at 5C or colder, hot food at 60C or hotter, with daily records.
- ☐ **Handwashing:** permanent basin, warm water, soap, single-use towels.
- ☐ **Water supply:** enough potable water on board, stored in food-grade containers.
- ☐ **Wastewater disposal:** lawfully through the sewer, never onto the ground.
- ☐ **Surfaces & cleaning:** non-absorbent, food-grade benches, coved floor-to-wall joins.
- ☐ **Electrical compliance:** equipment tagged, tested and certified.
- ☐ **Gas compliance:** installed by a licensed gasfitter to AS 5601.
- ☐ **Fire safety:** extinguisher and fire blanket on board.
- ☐ **Food labelling:** description, business name and address, use-by date.
- ☐ **Paperwork:** registration, Food Safety Supervisor certificate, insurance.

Where to Check the Detail

- FSANZ: Mobile Food Business Requirements (national), foodstandards.gov.au
- FSANZ: Find Your State or Territory Food Regulator, foodstandards.gov.au
- AIFS: Food Safety Laws by State & Territory, foodsafety.com.au

Integrated POS Systems

Never miss a sale due to hardware failure. Both are data-enabled on their own, so you don't need separate wifi or 5G just to take payments.

Shopify POS	Best for businesses that want to sync van sales with a sophisticated online store.
Square POS	The industry standard for quick setup and rock-solid offline payment processing.

Tech & Connectivity

Only needed if your POS isn't data-enabled, or you're running a digital menu board or music streaming.

Starlink Roam	Satellite internet, no cell tower needed. Best for remote festivals, wineries and rural markets.
Netgear Nighthawk M6	The benchmark portable 5G router. Works across Telstra, Optus and Vodafone SIMs.

COFFEE VAN BUYERS ONLY

Our friends at Brew Coffee Roasters (Wangara, WA) supply the beans and equipment behind Coastmac's Coffee Van setups.

Recommended Beans

Voodoo Blend	A house favourite for high-volume milk-based takeaway.
OMG Blend	A punchy, distinctive option for van owners wanting to stand out.

Recommended Equipment

ACM Evolve Dark 2 Group	Vibration-resistant, dual-circuit ready. Built for Coffee Van conditions.
Mazzer Robur S Grinder	High-throughput grinder for queue-length service.
Puqpress Q58 Auto Tamper	Consistent tamping for consistent shots, shift after shift.

Browse the Full Range

See the complete Brew Coffee Roasters wholesale catalogue, beans, machines and accessories.

shop.brewcoffeeroasters.com.au

Your van is your biggest marketing asset before you even open the hatch. Post every 2-3 days from 8-12 weeks out. Tick items off as you go.

Weeks 12-9: Announce You're Building

☐ The announcement post

Photo or video: you with your ABN paperwork or on your empty block.

AI PROMPT

Write a short, excited Instagram caption announcing I'm starting a [niche] van business called [business name] in [suburb].

☐ Your "why" story

Talking-to-camera video or photo carousel of your journey so far.

AI PROMPT

Write a short, honest caption about why I decided to start my own [niche] van. Warm and personal.

☐ Menu concept teaser

Flat-lay of ingredients or a moodboard. Don't reveal everything yet.

AI PROMPT

Write a teaser caption hinting at my upcoming menu without giving away every item.

Weeks 8-5: Behind the Scenes

☐ Van build progress

Time-lapse or before/after photo of the van at Coastmac.

AI PROMPT

Write a caption for a time-lapse video showing my Coastmac van build progress.

☐ Equipment unboxing

Reel of you unboxing your coffee machine or key equipment.

AI PROMPT

Write a fun, fast-paced Reel caption for an unboxing video of my new [equipment].

☐ Menu testing

Video of friends trying your food or coffee for the first time.

AI PROMPT

Write a playful caption for a video of friends taste-testing my [menu item] before launch.

☐ Meet the team

Simple portraits or a short intro video for each person involved.

AI PROMPT

Write a short, friendly caption introducing [name], who'll be [role] at [business name].

Weeks 4-2: Build the Countdown☐ **Van wrap reveal**

Reveal video or photo of the fully wrapped, branded van.

AI PROMPT

Write an exciting reveal caption for a video showing my fully wrapped van for the first time.

☐ **Launch date announcement**

Simple graphic with launch date, location and hours.

AI PROMPT

Write a clear, exciting caption announcing my launch date of [date] at [location].

☐ **Menu reveal**

Styled photos of your finished menu items.

AI PROMPT

Write a caption revealing the full menu, highlighting [1-2 hero items].

Launch Week☐ **Daily countdown**

Short daily story, same format each day. Tag your location every time.

AI PROMPT

Write a 7-day countdown series of short, punchy captions building excitement for launch.

☐ **FAQ post**

Simple graphic covering hours, location and payment options.

AI PROMPT

Write a short FAQ caption covering opening hours, location and payment methods.

Opening Day☐ **Live from the hatch**

Go live first thing. Show the queue, the prep, the first order.

AI PROMPT

Write a short, high-energy caption to go with my Live from opening morning.

☐ **Thank you post**

Photo of your first customer or the team at the end of day one.

AI PROMPT

Write a heartfelt thank you caption for everyone who supported us on opening day.

Ready to Talk Specs?

You've done the homework.
Now let's find the right van for your business.

[Get in Touch with Coastmac](#)