



LOBSTA TRUCK

CONTACT:

Roxanne Rubell
On the Rox Media
(310) 479-1918
roxyrubell@earthlink.net

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**THE MAINE EVENT: "THE LOBSTA TRUCK" BRINGS A NEW ENGLAND CLASSIC
TO THE CITY OF ANGELS**

*Food Truck Showcases Authentic Maine Lobster Rolls, Crab Rolls, Whoopie Pies and
Fresh Squeezed Lemonade*

LOS ANGELES – Thanks to the Lobsta Truck, Angelenos will now get to experience a true New England classic; the Lobster Roll. The Lobsta Truck is serious about their sandwiches. They have fresh, never frozen Lobster meat flown in two to three times a week from New England; ditto with the crab for the Crab Roll. The toasted, split top, hot dog style rolls they pile high with lobster or crab meat are also authentic rolls coming from New England.

The Lobsta Truck's menu is short and sweet, not to mention extremely well-priced given the high quality and large quantity of lobster meat they bestow on the rolls (\$11). The Traditional Lobster Roll showcases a generous amount of Lobster meat mixed with a small bit of mayo, salt and pepper, while the Plain or "Connecticut Style" Lobster Roll features Lobster meat au natural with a splash of drawn butter. The Crab Roll (\$9) is also prepared with a simple mix of fresh crab meat and a touch of mayo or butter; New England style clam chowder is served piping hot and is chock full of clams and small chunks of potato. Fresh squeezed lemonade, Cape Cod potato chips, Whoopie Pies and Maine Root Soda round out the Truck's menu.

The Lobsta Truck owner Justin Mi got his inspiration for the truck after a summer vacation frequenting numerous Lobster Shacks on the coast of Maine. "After my trip to Maine, I returned to Los Angeles and went on a Lobster Roll finding mission.

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I couldn't find any that mirrored the ones you can get in Maine." From there he decided it was time to introduce an authentic version of this amazing sandwich to Angelenos.

Response to the truck has been phenomenal following a few "friends and family" appearances leading up to the truck's December 3rd launch in Venice. Bloggers have been waxing poetic reviews about the items on the truck's menu and based upon the number of Twitter followers, formation of the Lobsta Truck fan club is imminent.

Follow the Lobsta Truck on Facebook (LobstaTruck), Twitter (LobstaTruck), and at www.lobstatruck.com.

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