

The hallmarks of childhood in the United States are similar for many, it is not unique to experience a summer outside running around your neighborhood with your friends and waiting for the enticing music of the ice cream truck. The second you hear the the distinct chime fill the neighborhood everyone begins running towards their houses to beg their parents for a few dollars before the truck can leave. It doesn't matter how intense a game of kickball was or if you were one of the last ones hiding during hide and seek.

The joy that comes with mobile vending doesn't leave you as you grow up. Even as a young adult I still feel the urge to run to my parents and ask for money to greet the driver as they come near our house. Mobile vending is special because it ignites a feeling of happiness and surprise. You don't have to drive somewhere to get what you want and while this may seem small, an unexpected treat can really brighten someone's day.

As the daughter of an ice cream distributor I have seen first hand the joy it can bring to people. Recently the business acquired a special event truck unlike anything I had seen before. Being able to drive it around to different events and serving people makes the job feel more like something I get to do for fun. Humans are innately social creatures and food is an integral part of our culture. There's are reason having a family dinner is so important to so many people. Bringing a little stress out of people's lives can revolutionize the way they see each other. If they can all as a family get ice cream and enjoy its magnificently sweet flavor, it can foster greater bonds between members of the family. After all, no one is unhappy while eating ice cream.

Another important benefit of mobile vending is its ability to revitalize a community. People are fascinated by food trucks are willing to flock to a town to get it. In places where building restaurants isn't entirely feasible, such as the beach, food trucks can really bring people together without the added worry of preparing meals for the whole family before going out for the day. Along the same lines, food trucks are tied to the idea of summer, fun, and happiness. That positive association can improve anyone's mindset.

Mobile vending is important to me for all these reasons but also because of how much innovation can happen in the field. There are some businesses that are stagnant but mobile vending could never be one, people are always experimenting with food, and creating fun twists on normal. I am someone who always believes in progress and this combined with the impact mobile vending can have on people, communities and even technology is why it matters so much. As a society we have grown in all sorts of interesting ways but the presence of mobile vending has not only improved the lives of the individual but the world as a whole.