

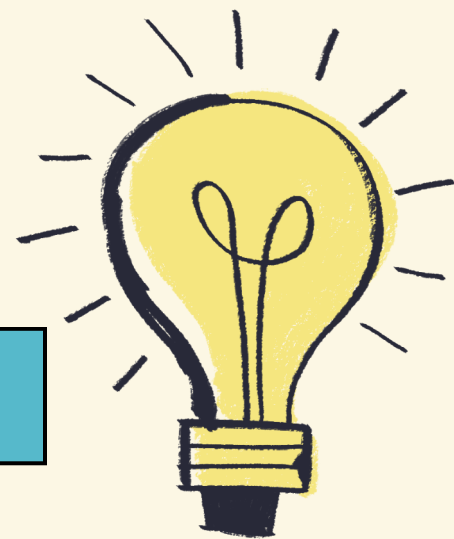


Co-funded by
the European Union

ENTRE**VET**

TOIDUTIIM – NOT ONLY A FOODTRUCK

BEST PRACTICE



@ENTRE_VET



Co-funded by
the European Union

ENTRE**VET**



BEST PRACTICE

@ENTRE_VET



Co-funded by
the European Union



The idea for **Toidutiim** was born out of our deep personal love for street food. We've both worked as head chefs in professional kitchens, so food quality has always been a top priority for us. We noticed that although street food was gaining popularity, most of what was available locally was made from semi-finished products and lacked character. There was no authentic street food culture in Pärnu at the time, and definitely no food truck offering handmade, restaurant-quality meals.

We saw a clear gap in the market and felt strongly that we could bring something new—something that combined the authenticity of street food with the care and standards of a proper restaurant. We wanted to show that fast food doesn't have to mean poor quality. That's how Toidutiim started—rooted in passion and a belief that people deserve better.

BEST PRACTICE

@ENTRE_VET



Co-funded by
the European Union



WHAT WERE THE BIGGEST CHALLENGES YOU FACED AT THE BEGINNING?

One of the hardest things in the beginning was scepticism. People didn't believe in us. They assumed we were just another short-lived food project that would fail once the first bills arrived. Comments like "you won't last until the end of summer" were not uncommon. It was mentally tough to deal with that kind of negativity.

BEST PRACTICE

@ENTRE_VET



Co-funded by
the European Union



HOW DID YOU OVERCOME THEM?

We kept our heads down and focused on what we do best—making good food, made by hand, with real ingredients. Slowly, the community started noticing. **People came back—word spread.** Positive reviews on social media began piling up. It wasn't instant, but with every dish we served, we built trust. That's how we got through those first few months—by staying consistent and accurate to our values.

BEST PRACTICE

@ENTRE_VET



Co-funded by
the European Union



INNOVATION IN SERVICES OR PRODUCTS?

For us, innovation doesn't mean fancy technology—it means

- care,
- creativity, and
- originality.

Around 90% of the food we serve is made by hand—we prepare

- sauces,
- seasonings, and even components like
- croquettes and
- pickles ourselves.

That alone sets us apart in a world full of shortcuts and premade ingredients.

BEST PRACTICE

@ENTRE_VET

THE MENU

1

Truffle chicken croquettes

2

Authentic Cuban sandwiches

3

Wagyu beef

BEST PRACTICE



Co-funded by
the European Union



ADVICE

1

Be brave

2

Trust your instincts

3

But most of all—know your craft

4

Education helps, but lived experience in the field is even more valuable

5

Don't be afraid to start small

BEST PRACTICE



Co-funded by
the European Union

