Dolly launches the Street Food Trolley Challenge for ages 12 to 112 Dolly, Its MasterChef meets ScrapHeap Challenge

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Overton, Hampshire (July 23, 2019) The world's smallest, most versatile food truck is challenging the UK to come up with a street food vehicle that's even smaller – based on the familiar shopping trolley.

Described as 'MasterChef meets Scrapheap Challenge', the challenge encourages foodies with ideas to repurpose a shopping trolley into a mobile food operation offering food and/or drink made and served from the trolley itself.

"There are three things Dolly is particularly obsessed with," Dolly's Creative Director, Andrew Mellon, says, "Fantastic food – that always comes first; recycling and refurbishment – she's a great example of this herself; and trolleys! She has a pair of retro Monarch Airline trolleys that are perfect for so many uses, especially holding her gin. So this competition is something very close to her heart."

The competition officially opened on July 17th with competitors invited to register at www.dollydoes.com/trolleychallenge.

Anyone in the UK from the age of 12 and above is eligible to take part, but must register and complete the first part of the challenge by August 6th.

In Round One of the challenge, competitors will create a design using the plans of the trolley – received upon registration – as a guide. The design should take into account that the trolley should be able to function as a street food operation, serving any kind of food or drink on the trolley itself. Food hygiene is also something competitors will need to consider.

A group of expert judges will select their favourite, most viable and interesting designs to go forward to round two where each competitor will receive a refurbished supermarket trolley to develop.

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Mellon says, "We are delighted to be supported by Formbar who have offered Dolly a batch of reconditioned shopping trolleys for The Street Food Trolley Challenge. Refurbishment is something that is important to both Formbar and Dolly. Dolly herself is the ultimate refurbishment – and as 'the car with a conscience' she always like to reuse, repurpose and recycle wherever possible."

Five finalists will be chosen to run their street food operation from an exclusive foodie event in London in September where the winner will be found.

The prize package will include a trip to Sweden to attend the European Street Food Awards to see Europe's best in action £500 cash – and could be the start of a whole new career!

"As the world's smallest, most versatile food truck and bar, Dolly knows how versatile a small vehicle can be" says Mellon, "She continues to expand her repertoire and this summer has launched her Eco Station, educating the public on becoming plastic free with her pop-up eco refill shop – and she has just become the UK's first mobile, chilled mineral water refill station."

About Dolly

Based in the village of Overton in Hampshire, Dolly is a 1986 Dolly model 2CV.

In 2018, the 70th anniversary year of the 2CV, she was transformed into a state-of-the-art food truck and concept bar with the help of 50 British brands, earning her the title 'the built-in-Britain 2CV'.

Her transformation saw her outfitted as a fully working, retractable kitchen, with a series of exchangeable units that allow her to provide a range of food and drink experiences. For extra versatility, her doors and wings even come off, which allow her to slip through a double door.

Launched on 15 May, 2018 – flown in to Bicester by helicopter – she headlined soon after at the London Motor Show.

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She has since gone on to take part in the British Street Food Awards, the Portsmouth Seafood Festival, London Food Tech Week and recently served 100 VIPs at L'Etape Tour de France.

Dolly and her private chef are now available to hire for private events. Find out more at https://www.dollydoes.com and @DollyDoesItAll on Twitter.

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