

Muy Yum

www.muyyumatx.com

From Concept to Market. From Discounted Truck to Viable Brand

Austin, TX | Food Truck Launch and Market Entry

OVERVIEW

Claudia Willis Villegas is a trained chef with a nutrition degree from UT Austin, a culinary arts degree from Mexico City, and a career that has taken her from Michelin-starred kitchens in Stockholm to Google's in-house dining program in Austin. She had the skill, the vision, and the brand. What she needed was a clear path into the market.

Verified Hospitality was engaged to help Claudia think through how to bring Muy Yum to life as a viable food truck business, setting the foundation for what has since grown into a thriving catering operation and an upcoming transition to a permanent cafe and wine bar location.

THE CHALLENGE

Entering the Austin food truck market requires more than a great menu. The city is competitive, the operating costs are real, and a founder with culinary talent still needs to make sound business decisions around pricing, positioning, and menu scope to have a sustainable operation from the start.

Claudia came to Verified Hospitality with a strong concept and a clear sense of who she was as a cook. The work was in translating that into a business that could actually work in the market she was entering.

OUR APPROACH

Understanding the Market

Before any decisions were made about menu or pricing, Verified Hospitality helped Claudia assess the Austin food truck landscape. The goal was to identify where Muy Yum fit, who the customer was, and what would make the concept distinct and viable in a crowded field. Her background in nutrition and her Latin culinary heritage gave the brand a genuine point of view. The work was in making sure the business reflected that clearly.

Finalizing the Menu

A strong menu for a food truck is a focused one. Verified Hospitality worked with Claudia to refine and finalize her menu, ensuring every item served the concept, was executable at

volume, and contributed to a coherent guest experience. The result was a menu that felt personal and intentional rather than overly broad.

Building a Pricing Strategy

Pricing is one of the most consequential decisions a new food business makes and one of the most commonly underthought. Verified Hospitality developed a pricing structure for Muy Yum that accounted for food costs, market expectations, and the need to build a profitable business from the first day of service. Getting this right at launch meant Claudia was not playing catch-up later.

Launching the Business

Beyond strategy, Verified Hospitality supported Claudia through the practical steps of getting Muy Yum open and operational. The goal was to give her the tools and clarity to run her business with confidence from day one.

AREA	SCOPE
Market Entry Strategy	Analysis of Austin food truck landscape and identification of the right entry point for the concept
Menu Finalization	Refinement and editing of the full menu to ensure focus, feasibility, and market fit
Pricing Strategy	Development of a pricing structure built for profitability from day one
Business Launch	Guidance through the practical steps of getting the operation open and running

THE OUTCOME

Muy Yum launched successfully and spent its first year building a loyal customer base and a growing catering operation in Austin. The brand developed quickly, earning a strong local following and establishing Claudia as a credible operator in the Austin food scene.

The concept proved itself so well that Verified Hospitality invited Muy Yum to be the food program for a cafe and beer and wine bar we are opening in June 2026. Claudia's truck will operate out of our new permanent location, bringing her food to a broader audience while she continues to build the catering side of her business.

It is a natural next step for a brand that was built the right way from the beginning.