



Carson Daly: Food Truck Friday With Rubio's Taco Truck!



Photo by Courtney Foote // AMP Radio



Food Truck Friday With Rubio's...

Usually for **Food Truck Friday**, we have trucks that hope they become popular enough to eventually open up a brick-and-mortar version, but now we're switching things up!

Today, the **Rubio's Taco Truck** is swinging by **AMP Radio** for a little chat with **Carson**.

Yes, it's the **Rubio's** restaurant that we all know and love and now they're taking it to the streets!

Co-founder **Ralph Rubio** explained to **Carson** why he wanted to start a food truck even though he's already made a name for himself in the restaurant industry:



It all began with the fish taco back in 1983.

As a college student, **Ralph** would travel down to Mexico to surf and during one spring break trip, he tried a fish taco from a local taqueria and knew he had to bring this dish back to the United States.





That's when he decided to start **Rubio's** as a walk-up stand in Mission Bay, San Diego.

Of course we all know now that the restaurant became wildly successful and the company has opened up numerous locations in California, Arizona, Colorado, Nevada, and Utah.

So why did **Rubio's** make the move to the food truck biz? When they decided to re-launch their Original Fish Taco, they thought the truck would be a great way to give out their tacos for free to their biggest fans.

Eventually, they hope to make the truck a full-service **Rubio's** store, but for right now, the truck is going back to basics by only serving the Original Fish Taco.

It features Wild Alaska Pollock hand-dipped in seasoned beer batter and it's topped with fresh cabbage, mild salsa, and **Rubio's** signature white sauce.

And it doesn't just sound tasty, it *is* tasty. The whole **AMP Radio** office lined up to get their fill this morning!

Carson is all about sharing the **Food Truck Friday** feast, so he found one of our lucky listeners and rewarded him with a free taco party for his entire office!

Congratulations to today's winner, **Zack in West Hollywood!**

There's always another new and exciting truck week after week, so make sure to check back in next Friday for another chance to win!

But if you've got fish tacos on the brain, you can track down the **Rubio's** truck by checking out their **website** and **Facebook** page or you can also follow them on **Twitter!**

- Follow **Rubio's**: @rubiostweets
- Follow **AMP Radio**: @ampradio
- Follow **Carson**: @carsonjdaly



