

LA Unscripted | October 10th, 2022

From four wheels to four walls It's your unscripted guide to L A's food trucks turned restaurants and trust me you're gonna be hungry Hello everyone I'm Dana Devin Welcome to L A unscripted So back in 2008 a chef named Roy Choi really flipped the food truck business upside down when he hit the road in his very gourmet Koji barbecue truck It was a game changer People started selling every kind of food You can imagine that a truck and we now have hundreds roaming our so streets tonight However we're paying a much to the truck that pulled off the road and opened actual brick and mortar restaurants like this place will be which started down the street in a bar called block Party When you bite into a wolfie's hot chicken sandwich the sound is something that is exceptional This is really good So I grew up with a single mom She had five jobs I just wanted to be with my mom on the weekends So I got a job working with her in a catering company back east and that's how I got my start I've washed dishes managed bussed run tables waited been a beverage director and now I own my own my own restaurants and bars But I got started just like wanting to hang out with my mom So during the pandemic block party being a high volume party bar was not allowed to operate because we didn't have a bona fide kitchen So my best friend Josh and I along with our very close friends and business partners Natalie Kiffin and Steven got knocked down the weight bearing wall between our business and a neighboring business pulled a food truck into the property and started serving our uh plant based fried chicken recipes Within two weeks we had a line down the street on New York Boulevard and uh Josh and I looked at each other and said I think we got a hit Hi I'm Jason Eisner co-founder and chef of Wolfe's Hot Chicken The best Nashville hot chicken sandwich on the planet That happens to be vegan I took a road trip across country from New York City to Los Angeles and I stopped in Nashville ate at Princess Fried Chicken They are the official creators of Nashville Hot Chicken and was kind of mind blowing What makes Nashville hot chicken so different from any other style of fried chicken sandwich is there's no wet sauce meaning all of the flavor spice and herbaceous comes from the breading So we make an exceptionally interesting breading out of 36 different ingredients I do believe that we have the best hot chicken sandwich on the face of the planet So my grandfather was a paratrooper in the 82nd airborne in World War I I he fought at the battle of Normandy and as a Jewish American having survived that war and having liberated some of

those camps in Poland and Germany I wanted to pay homage to my grandfather So the big bad wolf was the symbol on their airplanes when they were going into battle And I thought that that was a nice way to kind of give him a hug Ok Jason my eyes and my mouth is watering What do you have on this table for me to try All right Well we brought out a smorgasbord if you will So we have our Osaka sandwich which is our international rotating chicken sandwich that has a beautiful Ube and Taro Fua bun with some Japanese slaw and homemade Sunni Moo pickle And then we have our Memphis barbecue loaded fries Uh our Buffalo loaded fries our chicken tenders which is a fan favorite with the kids And then our Nashville hot chicken sandwich and fries This is not your mama's chicken sandwich Oh my God And the crunch and so crunchy every layer of flavor is jamming Well I've got to try the loaded fries This is the Memphis That's good We have an incredible pina Colada Our signature Margarita a great beer list including all local beers such as party beer in Wes Adams A really delicious Micha But you can't go wrong with fried chicken and beer Cheers to you Cheers Thank you Cheers to a wonderful business Thank you so much and for letting a U come and eat I appreciate you coming Thank you so much You're welcome Ok But now let's get to the meat of the matter How about a food truck turned restaurant turned reality show Jasmine Simpkins has the billionaire Burger Boys Everything here at billionaire we do over the top You don't have to be a billionaire to eat like one Hi my name is Jennifer Johnson co-owner of billionaire burger Boys Actually bur burgers was an accident We were not serving burgers in the beginning when we first got started solo and David Lee um Smokehouse that's what people call it Did you get that on camera now Not the camera Yeah Yeah There we go They were doing their completely separate different things They were chefs on Instagram One day one of the guys got hungry and he decided to make a burger and he took a picture of that burger and he put it on social media And the next day David Lee came and he made a burger I think he got about 1500 likes And we yeah we changed your life one bite at a time Light bulb throw that whole menu away We're serving burgers from this day on once we first started you know we were on social media We were doing these crazy commercials where it looked like we were having so much fun And at the end of the day we were going to sleep in a motel some of us in our car it was definitely tough in the beginning So to see us where we are now we are definitely amazed The restaurant kind of just fell in our lap It's like what we call one of those beautiful accidents When we first started out It was more about um bringing

something to the restaurant that the truck didn't have People love our honey butter wings they love our jambalaya fries our lobster burger and then our original billionaire burger It's a classic burger So everybody loves it Our billionaire burger is a classic lettuce tomato pickle We got a special billy sauce um sauteed onions and cheese But then we also got our B A BS You know what a bab is No for our people at home It's a big burger This is our billionaire lobster surf and turf that we do Uh it's a whole deep fried lobster tail deep fried onion straws cheese and a Cajun Ranch Aioli Now Jasmine I heard that you was vegetarian right Baby baby vegan Ok I can dig the lifestyle change You know what I'm saying Well we made you something special This is one of our vegetarian B A BS You feel me It's a vegetarian burger made Billy style for you Wait a minute hold on This isn't gonna be pretty Hey somebody bring a napkin I know they'd be good when I eat them and I'm a meter After all the success you guys have had with the food trucks Now you have a reality show The concept of burger truck brawl is we're pretty bad so we can go into someone else's territory and basically call them out and you know just have a little fun a little friendly competition It's a great feeling because to be able to just throw that bone out for somebody else somebody did it for us So for us to be able to do that for other people and other small businesses this is actually a blessing and another og of the early food Truck days that's now a booming business Cool House ice cream and it's thanks to one pretty fierce female I'm Natasha founder of Cool House and Dana I dare you to come chill with us in Culver City and scoop some ice cream salmons Really iconic product is the ice cream sandwich That's what we're known for I have been hearing about Cool House in Culver City for years They make these ice cream sandwiches and their monsters We definitely going with the Sammy It's world famous It comes with this little edible paper So what you're giving people besides like this amazing ice cream but also this thought packaging that that So I'm an L A native I'm actually third generation and we're actually the only national ice cream brand that's truly from L A So it's funny because Cool House a lot of people ask why the name it's after the Bauhaus design movement So that's why we have the H A US Very architectural My background's in architecture Rem Coolhaus is one of my favorite architects but then they do kind of look like little cold houses So you know you got your cookie floor slab and roof and your ice cream walls Oh my God Look at these flavors Yeah we've got three cart churro dough a milkshake and fries What is that So that was like designed for I feel like there's you know that whole covert world like dipping

the fries I wanted to make sure those people felt seen you know so we made the M flavor where we throw the fries in already and it's so good when we were starting the ice cream company The only thing we could really afford to do was an ice cream truck and we wanted to re invent it for our generation So we wanted to launch a Coachella But then when we try to get an ice cream truck the only thing we could afford was a beat up Postal man with no engine So you know how are we going to get it to the desert We figured out that if we join AAA we got one free 200 mile tow So the morning of coach he pretended the truck broke down even though it never drove and they towed us to the desert And so this is kind of the newest cool house development right These are um premium cones There's no real premium cone in the whole marketplace like in the country Who said Natasha I don't know if you know this but some of your um ice cream is deep frosting over there Check that out Yeah just look at that just so you know coming up more food truck tales from the streets of so will be right back This could not be more perfect All right the only thing missing is I think we need to pimp this ride L A unscripted style Oh yeah that works I think I just wanna like wrap myself up in this I'm so excited Yes this is amazing Now it's time to roll I gotta go pick up the girls Oh look at her They're the worst Hitchhikers I've ever seen Look at it I'm picking up Hitchhikers Very colorful Hitchhikers Oh my God Oh girl Get in get in girls Get in Hi baby Hey let's go give out some ice cream We'll let everyone know about L A unscripted I scream you scream we all scream for I scream down Welcome back to L A unscripted Everyone I'm Dana Devin So you know the classic ice cream truck from the fifties has come a long way and we found the most fun one yet Happy Ice Meet the former tattoo artist turned ice cream magician Hey what's up Super happy you came and check us out today Founder Ceo Happy Ice Turquoise Rainbow Everything is like all about the vibe I just want to change your whole mood when you walk in Ok Well I'm excited first timer So I noticed before we started this combo in here that you have CBK tatted on your forehead and then up there's CBK there's a heart there's wings Is there a special story behind that CBK is the reason I'm here and CBK stands for college boy Kev which is for my brother His name is Kevin White April 9th 2015 is my brother unexpectedly passed away in a motorcycle accident two weeks after the funeral one of the things I told him is that I wanted to move to LA I wanted to start something new for the family I wanted to try and build something So I went for it packed my stuff told my mom she gave me all her support So what is water ice Imagine if ice cream soybean shaved ice

was formed into one product It would create happy ice So which one is this This is the rainbow rocket What can I expect You can't expect something you've never had before Here we go This place is magical I feel happier already All right when we come back to the new vegan baby on the block and more trucks turned restaurants That's next Welcome back to our food truck Gone legit storefront special I'm de and this this my friends is will be he's the mascot Here will be is he not the most handsome devil you've ever seen We're going to have a little moment together a bit But up now a vegan food truck in 2010 becomes a new low fearless restaurant Jasmines back again and she goes hashtag California at sea bird kitchen Come here I created seabirds Uh because I wanted a place that I could eat I was looking for food that was like local and organic and vegan and I was just having a hard time finding food that was really satisfying Stephanie I want to kiss you This is so fun My name is Stephanie Morgan I'm the owner and chef of Seabrook's kitchen I'm self taught a lot of youtube videos and cookbooks and Googling I started cooking for myself When I turned vegan I was actually working in New York on Wall Street I was going to be like a broker and all my free time I was just cooking and creating recipes and creating menus I just had to quit my job my life in New York and then I moved back home to California to start seabirds I had the idea for a vegan food truck like 2009 And I think I was like the third food truck in Orange County So it took a lot to start like the food truck revolution I I had to like get people to eat off of a food truck that normally wouldn't and then I had to get people to eat vegan food off of a food truck Oh my gosh Jeez Louise This is really good When I started the food truck I just kind of realized I don't wanna have a food truck forever I didn't like um how people didn't always know where we were or if there was bad weather we would kinda have to shut down So I always knew I wanted to have like a brick and mortar So the sea birds originally I thought that it would be like me and a bunch of girlfriends in a food truck parked next to the beach like selling veggie burritos to surfers coming in and out of the ocean Well unbeknownst to me at the time you're not allowed to park a food truck at the beach for more than 10 minutes So that didn't work out But I just kept the name because I liked it What are we making today We are making our cauliflower filet sandwich which is unique to uh the location here in L we live we use whole foods We don't use a lot of processed meats or anything or fake meats Uh We do local ingredients and seasonal ingredients Just a plate of heaven I'm so proud of this The first Seabirds kitchen location opened in October of 2013 And that's at the lab in Costa

Mesa What does it feel like now 10 years later he like what's that feeling Like It's hard to comment on it because it's so close to me and I'm still on the journey Like I think back to all the events we did with the food truck or taking it to Coachella or like the tree hugger ball just these random events that were super fun but to see where where we are now and how many employees I have now strange to think about Um but yeah it's just been continuing to work hard and just trying to make things the best that I can Food trucks are super important to Southern California They're a part of our make up now And I just think it's awesome to support those people that have started so small and were able to expand and continue to support the food trucks out there Ok Let's pull into another former food truck turned hot spot I hope you're keeping a list because this is a definite stop L A is obsessed with tacos because L A has the best regional tacos of Mexico in one place And I am the managing partner for Gorilla Tacos Taco started in 2012 by my former partner Chef was a it was a way to make ends meet because being a cook in L A in the early 2000 tens was not the most sustainable lifestyle So it started as a cart and then he was able to move it to a truck which is when I came around in 2015 And then in 2018 we fund raised and opened our first brick and mortar which is what we're standing in today The food truck was great But what I love about coming into gorilla now is that you can order a couple tacos get a cocktail as well The cocktails here are amazing We had one truck to start with and it was very old It was a 1984 like Chevy truck It didn't have a generator It was really loud Street vending is illegal in Los Angeles and is barely on its way to become more legalized in the state of California And he was getting so much popularity that other food competitors were calling on him And so he kept having to move And so it was very informal It was very unofficial and they ultimately told him like if you pop up again we're going to take your stuff And that's when the truck came around The idea of the name Gorilla which means like informal or not official comes from our beginnings which was very just was what it was throwing spaghetti at the wall seeing what would stick And we still do that to this day 10 years later it was incredibly stressful There were a lot of hurdles that we really took us like a solid year to get over and be like ok we are not a food truck anymore We are a restaurant now I love being in downtown I think that downtown has so much to teach us as a city as a whole And I think anybody that lives in L A should come and spend time in downtown and like really have a sense of like this other world within our world If that makes sense I grew up in Gabriel where I went to high school and my parents are

both from L A They met in L A They are very L A through and through And so I love the city I've stayed in the city I don't have any plans to leave the city I'm loyal to the soil We are very spoiled in the immigration that has come to this city and the people that have decided to share their culture with us and also being in the United States and being in this melting pot of other cultures so we can take the taco to the next level So I think L A is obsessed with tacos ultimately because we have the best in the world and I know that's like controversial but I think it's ok Well the truck stops here folks that's all the time we have for tonight Thank you So much to will be for letting us host our food truck turned restaurant special I can see all of your mouth watering So go eat We'll see you next time Good night