



THE Milky Lane EXPERIENCE



Australia's Most Recognisable Burger Brand. Now Mobile.
Premium Food. Premium Experience. Built for Australia's Biggest Events.

MORE THAN A FOOD TRUCK

**We Bring
Crowds.**

Milky Lane isn't simply another food vendor.
We're a destination that attracts customers,
creates excitement and generates social media

attention before, during and after every event.
When people see Milky Lane on the lineup,
they come looking for us.



AUSTRALIA'S MOST RECOGNISABLE BURGER BRAND

Since opening our first restaurant in 2016, Milky Lane has become one of Australia's most recognised hospitality brands.

Today we operate restaurants across Australia with one of the country's largest hospitality social media communities.

Our brand has been built on creating unforgettable experiences, not just meals.



**HALF A MILLION
COMBINED SOCIAL
MEDIA FOLLOWERS**



**200,000+
EDM
SUBSCRIBERS**



**MILLIONS
OF ORGANIC
VIEWS**



**HUNDREDS
OF MEDIA
FEATURES**



**THOUSANDS
OF FIVE-STAR
REVIEWS**

Milky Lane

**BURGERS,
SIDES & SHAKES**

**STREET
FAMOUS**



NEOFFICIAL

CORPORATE CATERING | EVENTS | FESTIVALS | CALL US: 0405 242 001

We deliver far more than premium food.

Our presence helps increase attendance, creates social engagement and enhances the overall event experience.



Increased Foot Traffic



Massive Online Reach



Viral Content Creation



Premium Food Offering



Fast Service



Premium Brand Perception

WHY EVENTS ORGANIZERS CHOOSE MILKY LANE

WE BRING OUR AUDIENCES WITH US!

Every event becomes part of our marketing.

Leading up to every activation we promote YOUR event across our social channels, helping drive awareness before the gates even open.

During the event our team captures content that continues promoting your event long after it finishes. This creates exposure well beyond the people attending on the day.





 **Fast Service**

 **High Output**

 **Premium Ingredients**

 **Professional Team**

 **Efficient Operations**

**DESIGNED
SPECIFICALLY FOR
HIGH VOLUME
EVENTS**

Our food truck has been engineered specifically for festivals, sporting events and corporate activations.

Our streamlined menu allows us to serve premium quality food quickly while maintaining consistency throughout peak trading periods.



Our truck isn't simply
somewhere to
grab food.

It's an attraction.



The Music

The Branding

The Theatre

The Atmosphere

Everything has been
designed to create an
experience people
remember!



THE
Milky Lane
EXPERIENCE



PERFECT FOR...



**MUSIC
FESTIVALS**



**SPORTING
EVENTS**



**CORPORATE
EVENTS**



**UNIVERSITY
EVENTS**



**PRIVATE
FUNCTIONS**



**COMMUNITY
FESTIVALS**



**SHOPPING
CENTRE
ACTIVATIONS**



**BRAND
LAUNCHES**



**LARGE
PUBLIC
EVENTS**



**We're flexible in
how we work
with event
organisers.**

Available for:

Vendor Placement

**Exclusive Food
Partnerships**

**National Touring
Events**

Corporate Activations

Sponsorship Activations

Brand Collaborations

**Our team can tailor an activation
specifically to suit your event.**

**PARTNERSHIP
OPPORTUNITIES**

LET'S CREATE SOMETHING MEMORABLE

📈 Fast Service

📱 High Output

🎥 Premium Ingredients

👨‍🍳 Professional Team

⚡ Efficient Operations

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We're currently partnering with events across Australia and would love to discuss how Milky Lane can elevate your next event.

Whether you're expecting 500 guests or 50,000, our team has the capability to deliver an unforgettable food experience.