



Stall 16 & 17 Sale Prospectus

Theo's Deli

Submit an Expression of Interest
to be part of the iconic
South Melbourne Market

southmelbournemarket.com.au



South Melbourne Market

The Quintessential Village Market

With over 5.5 million visitors annually, the South Melbourne Market has, and continues to, set the standard in placemaking and has delivered consistent growth in visitation over the past decade. Since 1867, the Market has been a treasured inner-city landmark and a favourite among locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share, and connect.

Inside our Market, authentic traders display their wares with pride and passion. Quirky and playful characters are found behind the counters, delivering old fashioned customer service with a smile. We embrace and showcase the local, supporting local farmers, artisans, and producers. It is a foodie's paradise where freshness, quality and diversity are paramount and foodstuffs from land and sea are on show. We celebrate a philosophy of real food, encouraging you to cook dishes made from great quality, fresh produce sourced from our family of traders you know, love and trust.

We are home to seriously good coffee, specialty tea and a vibrant restaurant precinct for day and night-time activation. There is also an amazing array of merchandise and services with everything from clothing, homewares and second-hand books to hairdressing and pet food. With a calendar of live music, events and activities, the Market is a happy and experiential place that celebrates the senses. Take a trip to the Market: you never know what you will find, but we guarantee it will be full of surprising moments and experiences!

South Melbourne Market is owned and operated by the City of Port Phillip and advised by a Special Advisory Committee of the Port Phillip Council.

The South Melbourne Market Committee has the responsibility of overseeing the Market on behalf of Council.

Stall 16 & 17 - Overview

Business For Sale – Theo's Deli

Theo's Deli is an established, family run, fine food Traditional Continental delicatessen that has been operating at the South Melbourne Market for over 40 years with a strong, loyal customer clientele.

Theo's Deli delivers fresh, high-quality produce with a strong focus on provenance, flavour, and freshness. From handcrafted goods to gourmet essentials, everything is prepared with care and attention to detail.

The Market is seeking expressions of interest for a new, premium Traditional Continental focused delicatessen offering, featuring :

- High quality deli products, with superior service, and value.
- A diverse, enticing variety of charcuterie and cured deli meats, small goods, gourmet cheeses, antipasti and gourmet pantry staples.
- Deli Meats cut on-site, and to order.
- Strong selection of ready-made, quality, take home pre-prepared grazing offers.

Sale includes:

- Premium Deli Aisle location, with strong traffic and high visibility, positioned in the centre of the South Melbourne Market's busiest aisle
- Large double-fronted, prominently positioned stall
- Shop fit out and fixtures, machinery, and all display cabinets (fixtures & lighting)
- Equipment, fridges, meat slicers, food machinery, CCTV, POS systems, registers with scales, labelling systems.
- Well-established reputation & good will, strong loyal customer base, website and social media accounts
- Business name by negotiation (with provision)
- Vendor support and handover



Stall 16 & 17 - Location & Details

Details :

- **Category:** Fresh produce – Specialty Traditional Continental Delicatessen
Note : Food & Beverage and/or Fast Food & Takeaway businesses should not apply
- **Stall location:** Deli Aisle: centrally located between Coventry Street and York Street entrances
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 59.8m2 in total
- **Sale Of Business:** Please note this is a sale of business, there is a purchase price for this business.
Please enquire with the current Licensee for details

Please Note:

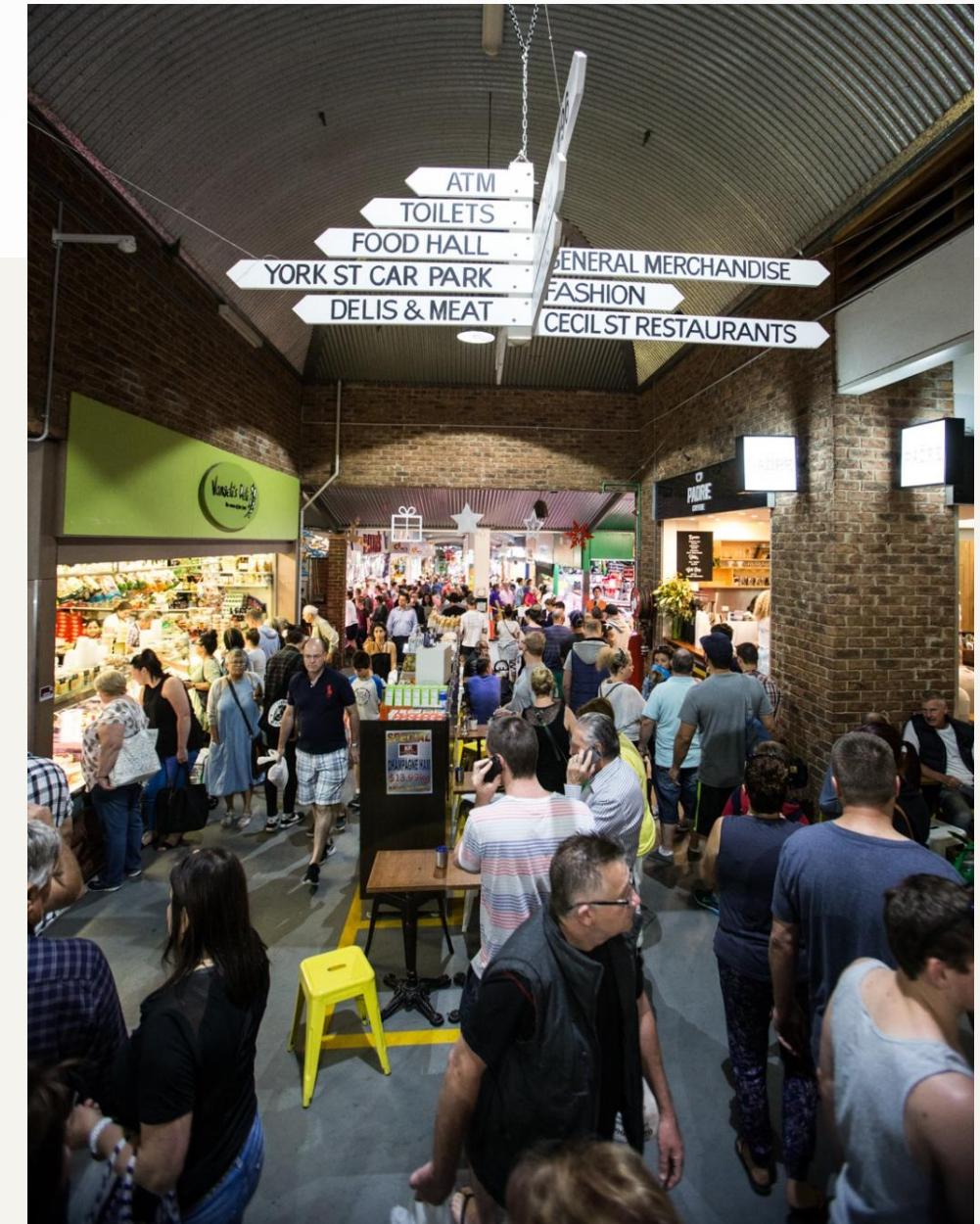
- There is a purchase price for this business that will need to be negotiated with the current business owner once the Market has provided approval
- Subsequent licences may be granted following the initial licence term after assessment and review during a Licence Renewal process.
- Any future request for a sale of business must adhere to the Sale of Business Policy.
Copy can be provided upon request.



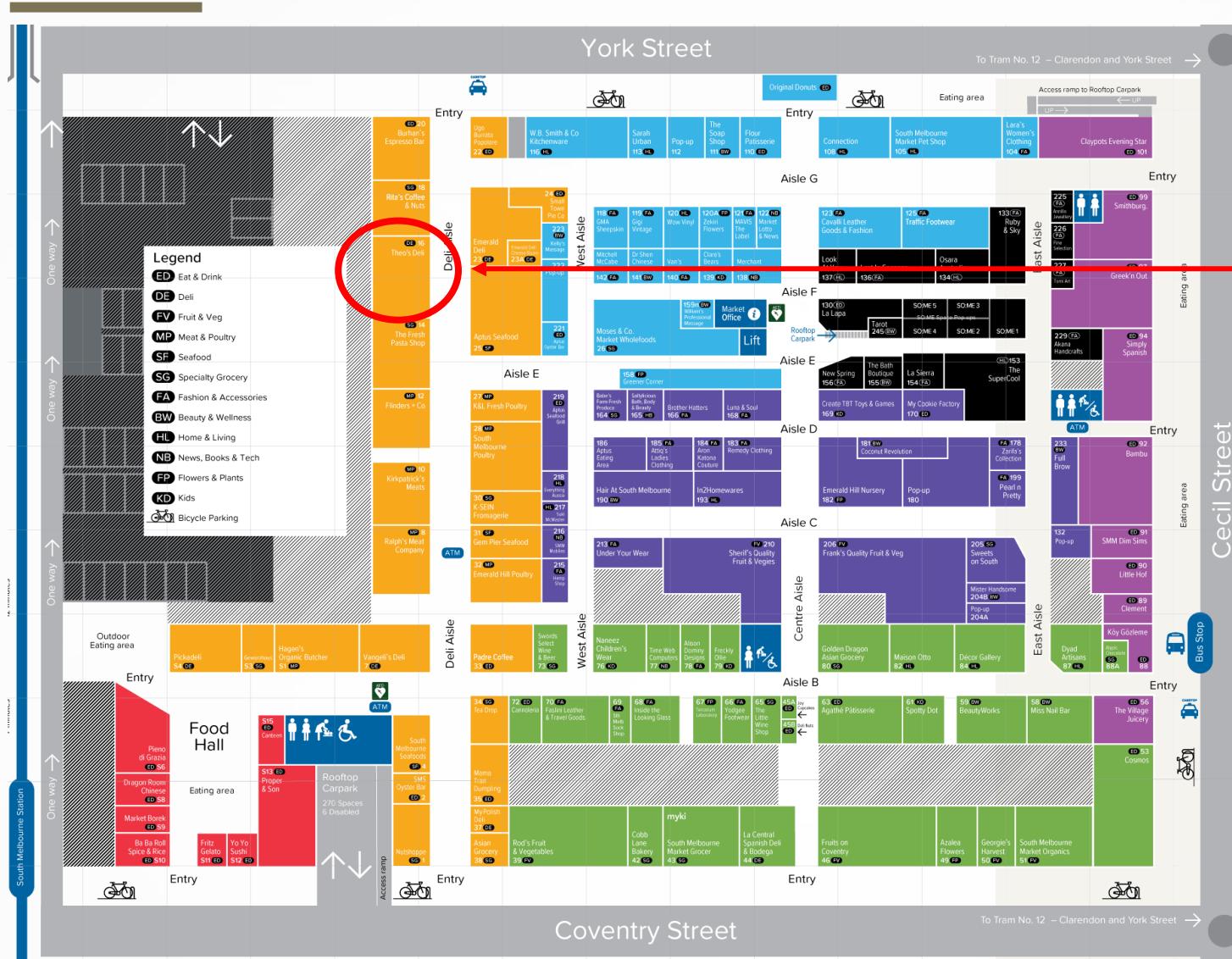
Stall 16 & 17 - Location & Details

Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation with SMM Management with the successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, specialising in Traditional, Continental-style deli offers, or other Deli offers if negotiated and approved by Market Management.
- **Fixtures and Fittings:** All existing fixtures, fittings and on-site machinery included in the sale
- **Rental Fees:** By negotiation with SMM Management
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities.
The licensee will also be required to pay a monthly pest control fee, amount TBA.
- The Licensee is responsible for effecting and keeping a **Public Liability insurance** policy for at least \$20 million for their stall.
- **Security Deposit:** The security deposit is equal to three months licence fee excluding gst. and will be required to be paid at the commencement of the licence.



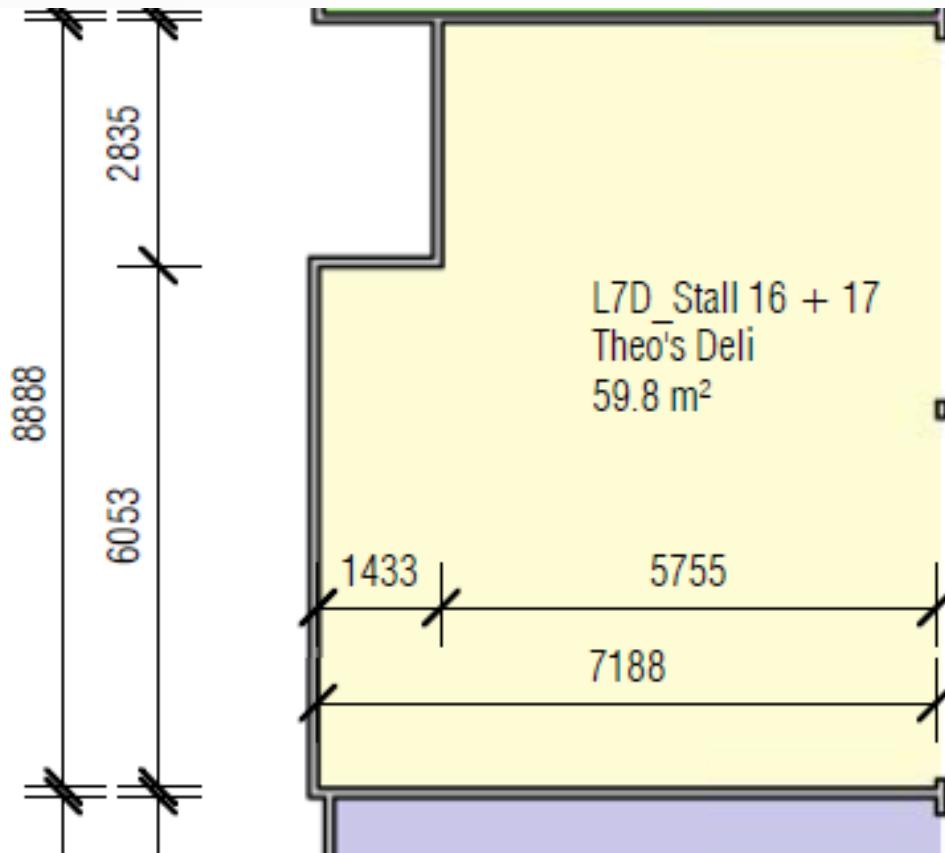
Stall 16 & 17 - Map Location



STALL 16 & 17

Centre of Deli Aisle,
between entrances from
Coventry and York Streets

Stall 16 & 17 - Floorplan



Stall size:

- Stall size: 59.8m² approx. including back of house area and rear access from SMM loading bay

Stall 16 & 17 - Deli Aisle precinct

Deli Aisle - Precinct overview

The Deli Aisle is the pumping heart of the Market, known for its hustle and bustle, it's a foodie's paradise where freshness, quality and diversity are paramount with food stuffs from land to sea.

We celebrate a philosophy of real food, encouraging you to cook food that is made from great quality, fresh produce sourced from our family of quality traders.

This Deli Aisle acts as a major thoroughfare for customers from Coventry St through to York St, Centre Aisle and the Food Hall, and is one of the greatest drawcards of the busy, bustling South Melbourne Market.

The stall, located in one of the highest customer traffic areas of the Market, has strong site lines from the length of the Deli Aisle and is positioned centrally for maximum exposure.

Stall Features:

- **Premium double frontage** – Positioned prominently in a central location of the Deli Aisle
- **Market visitation** – Total entry into the Market was **5,538,000 customers** for 23/24 calendar year
- **High footfall** –
 - Approx. **2,124,695 people walking directly past the stall**
 - Approximately **39% of total visitation annually pass the tenancy**
 - A vibrant precinct with a universally recognised loyal customer visitation
 - Quality, complementary concepts and business operators located in close proximity, ensuring high customer traffic at all times.



Stall 16 & 17 - Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting Theo's Deli business owner, or SMM for more details. The South Melbourne Market requires any interested parties to submit an application, supported by a Business plan which focuses on the following:

- Strong focus on a viable, commercial operation
- Proposed business strategy
- Experience – details around:
 - background and previous deli experience,
 - small business experience,
 - small business management and/or ownership
 - understanding and experience in specialty deli shop offers,
 - understanding of product innovation and customer target market,
 - future vision
- A passion for sustainability in business, environmental and social sustainability business strategies
- Best practice, creative and innovative business operations
- A desire to join the thriving and unique South Melbourne Market community

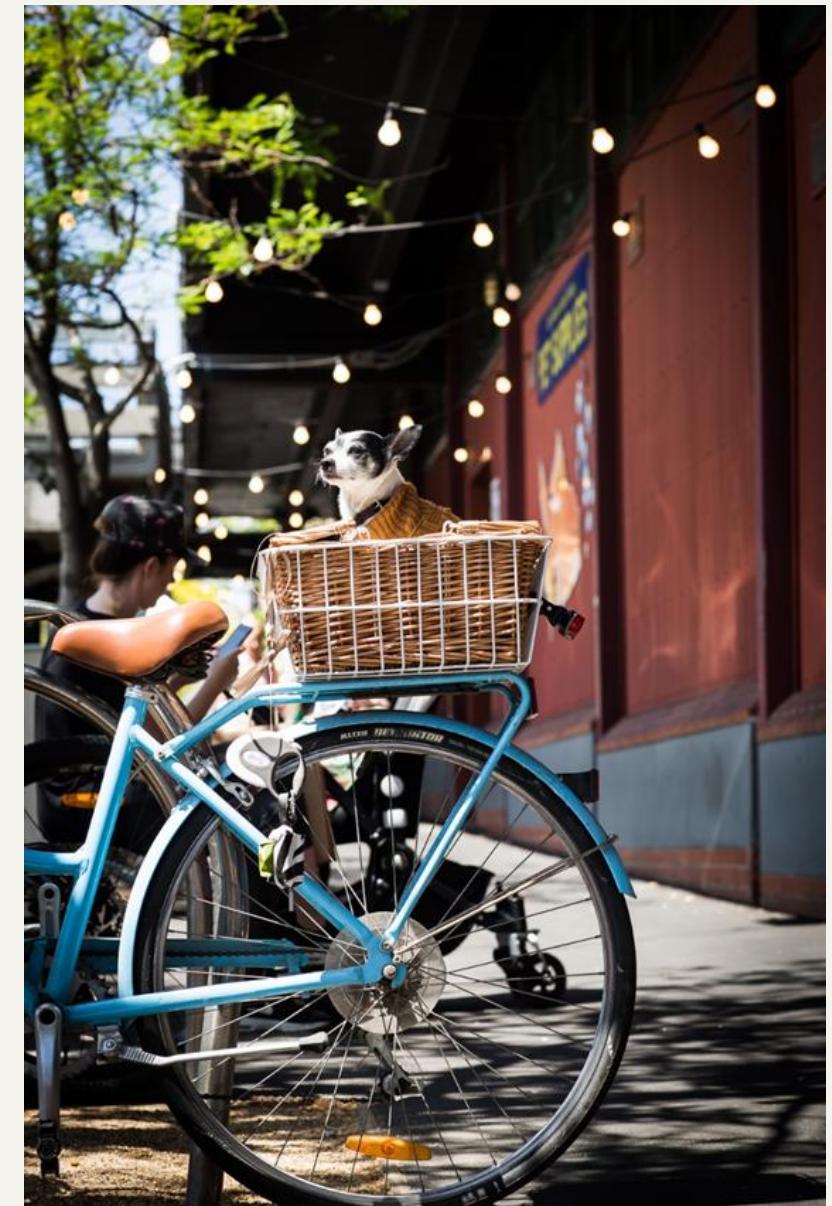


Stall 16 & 17 - EOI Process

Expression of interest process

The expression of interest process and business selection will be conducted by members of the South Melbourne Market Management Team and SMM Committee. Submissions must be lodged via electronic submission, after discussion and agreement with the Licensee regarding the sale of business.

1. Applicants to read and understand all documentation.
2. Develop Business Plan: a link to a template is available on the [South Melbourne Market website](#) or you can develop your own addressing the information requested in the template.
3. Fill out and submit the application form online via the Market website.
4. An evaluation panel comprising of South Melbourne Market Management Team and SMM Committee members will evaluate each application based on evaluation criteria.
5. Applicants are shortlisted and interviewed
6. SMM Management & SMM Committee support of applicant(s)
7. Successful applicant advised.
8. Business sale finalised between old and new tenant.
9. Licence prepared and delivered.



Get in touch



Theo's Deli Business Owner:

Theo Totos

M: 0431 632 162

South Melbourne Market:

Clarissa Madden

Head Of Retail & Business Development, South Melbourne Market

E: clarissa.madden@portphilip.vic.gov.au

M: 0468 562990



Corner of Cecil & Coventry Streets, South Melbourne



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