



# Stall 90 Sale Prospectus *Little Hof*

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



[southmelbournemarket.com.au](http://southmelbournemarket.com.au)

# South Melbourne Market

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## 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 90- Overview

## Business For Sale – Little Hof

Specialising in sizzling German sausages, deli-style sandwiches and pretzels fresh out of the oven, Little Hof brings German street food to the heart of South Melbourne Market's Cecil Street restaurant precinct.

**Little Hof** – Little Hof stands out in the Melbourne sandwich scene with its unique food concepts and transferable liquor license. This license allows for both on and off-premises sales, offering a significant point of difference and expansion potential for a new owner.

### Sale includes:

- Fit-out designed for efficient service, featuring stainless steel benches, front counter, LED menu boards, Sonos Audio system and functional exhaust fan.
- Comprehensive commercial kitchen including two Rational combi ovens, fridges, freezer, automated fryer, ice machine, temperature-controlled holding cabinets, dishwasher, mobile beer tap system, two electrical grills, and ample shelving and storage. Kitchen is in excellent condition.
- Customer base & online presence that has cultivated a loyal customer base with regulars and boasts a robust online presence with over 5,000 social media followers and growing online community.
- Existing supplier contracts to facilitate a smooth transition and to support any potential vendors in the transitional period.
- Well-established reputation & good will
- The sale of the “Little Hof” name by negotiation.

Please Note: Applicants are advised when purchasing a business all aspects of construction of the existing fit-out will be the responsibility of the purchaser. Therefore, purchasers are advised to carry out their own inspection and due diligence prior to purchasing.





# Stall 90 – Location & Details

## Details :

- **Category:** **Food & Beverage – Takeaway & eat-in food offer (no coffee/ tea permitted)**
- **Stall location:** **Cecil Street:** centrally located between Coventry Street and York Street
- **Market Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
  - **Note:** this business is (currently trading 9am-7pm Friday & Sat)
- **Size:** Approx 40.8m2 internal space, plus footpath dining area organised through CoPP Footpath Trading
- **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
- There are no guarantees after an initial licence term that a licence will be renewed, an assessment and renewal process is undertaken at this point.
- To determine whether the purchaser could sell the business in the future, SMM Management must provide approval that a sale can occur.





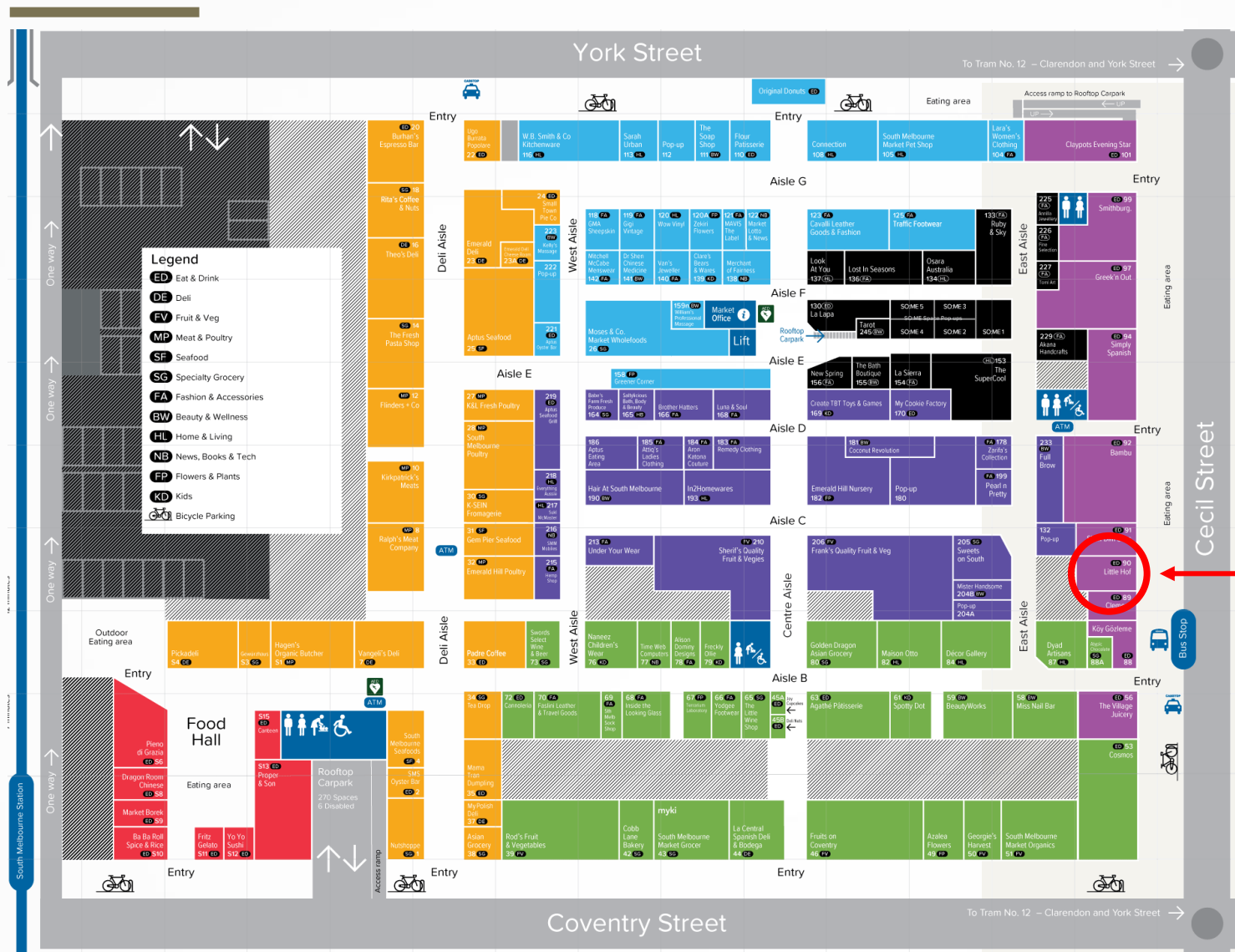
# Stall 90- Location & Details

## Licensing, fees and stall details:

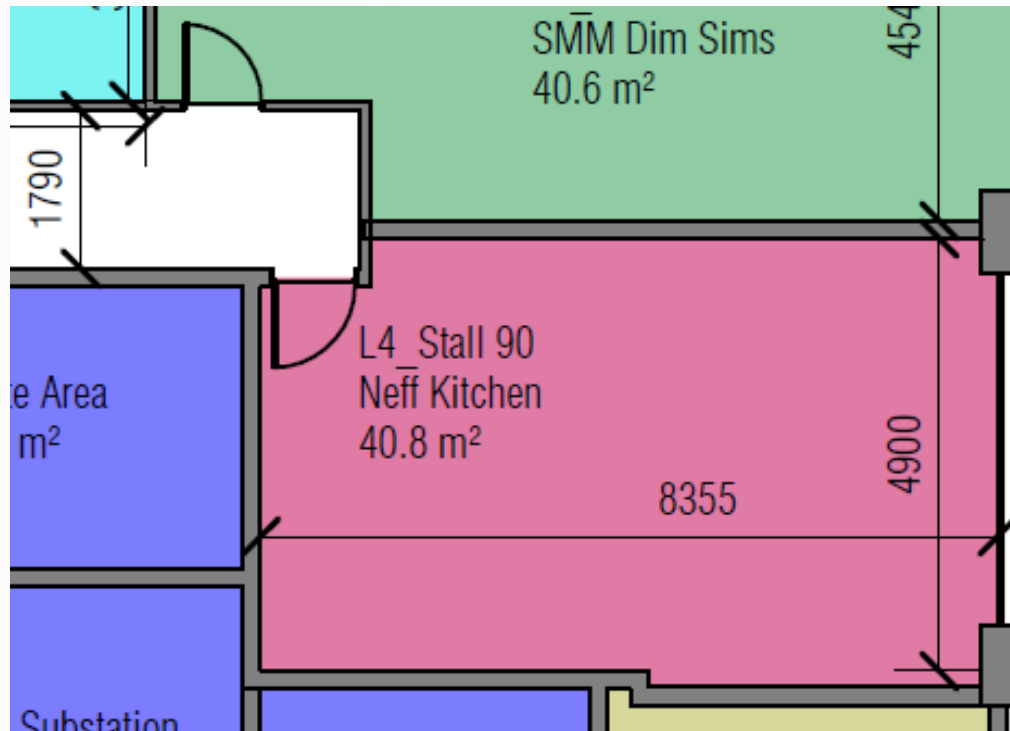
- **Licence Term:** 3 years, or by negotiation with SMM Management with the successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** All existing fixtures, fittings, on-site equipment and fit-out 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 (3) months licence fee excluding gst. and will be required to be paid at the commencement of the licence.



# Stall 90 - Map Location



## Stall 90 - Stall details



### Stall size:

- Stall size: 40.8m<sup>2</sup>
- Footpath trading area: Seating for 5 x tables and 16 x chairs
- Yellow Line display area



# Stall 90 – Cecil St Dining Precinct

## Cecil St - Precinct overview

The Cecil Street restaurant precinct is the bustling permanent restaurant and alfresco dining space of the Market, known for its hustle and bustle, there's a delicious selection to suit all tastes. Offering breakfast, lunch and dinner options, this precinct is alive both by day and into the evening.

Featuring award winning paella at **Simply Spanish**, Asian plates and **Bambu**, Burgers and lobster rolls at **Smithburg**, Greek street food at **Greek'n Out**, seafood specialties at **Claypots**, and delicious Italian pizza and pasta at **Pizzateca Lupa**, the choices here are endless. It is also the home of the famous **SMM Dim Sim** stall, **Clement** coffee, and **Koy Gozleme**.

This is a rare opportunity to be part of this diverse and bustling Market dining precinct. The stall, located in one of the highest customer traffic areas of the Market, has strong site lines from both Coventry St and the length of Cecil St, centrally for maximum exposure.

### Stall Features:

- **Premium street frontage** – Positioned prominently in the Cecil Street restaurant precinct
- **Market visitation** – Total entry into the Market was 5,538,000 customers for 23/24 calendar year
- **High footfall** –
  - Approx. **2,340,346 people walking directly past the stall**
  - Approximately **42% 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 90 – Application requirements

## Registering your interest

Interested parties are invited to express their interest by contacting Little Hoff licensee, 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 experience,
  - small business experience,
  - small business management and/or ownership
  - understanding and experience in specialty food & beverage 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



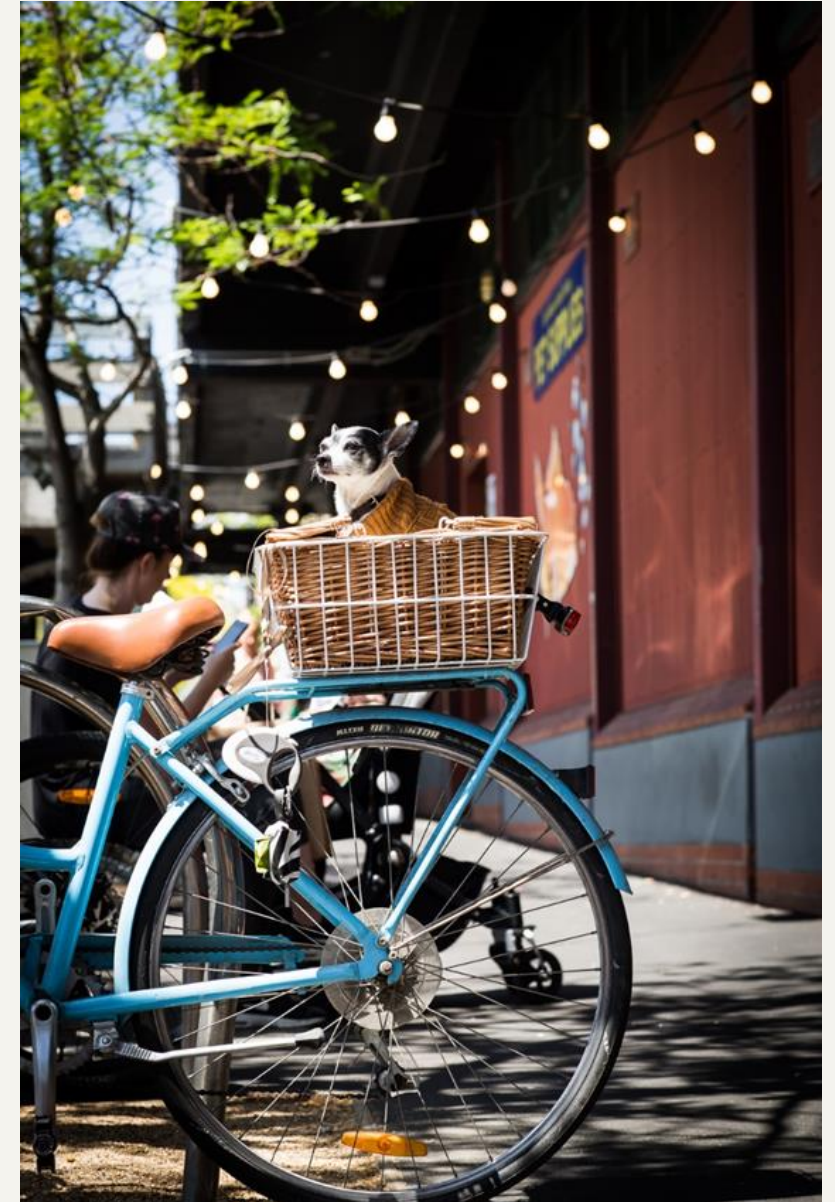
# Stall 90 – EOI Process

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## 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.





## South Melbourne Market

# Get in touch

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**Little Hof's Owner/ Licensee :**

**Eugen Zerdanowski**

M: 0407558800

**South Melbourne Market:**

**Clarissa Madden**

**Head Of Retail & Business Development, South Melbourne Market**

E: [clarissa.madden@portphillip.vic.gov.au](mailto:clarissa.madden@portphillip.vic.gov.au)

M: 0468 562 990

**Zoe Ali**

**Retail Development Coordinator, South Melbourne Market**

E: [Zoe.Ali@portphillip.vic.gov.au](mailto:Zoe.Ali@portphillip.vic.gov.au)

M: 0478 380406



Corner of Cecil & Coventry Streets, South Melbourne



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