



Stall 56 Sale Prospectus

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 5.15 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!

An independent committee, appointed by Council, governs the Market with support of the City of Port Phillip.

Stall 56 - Overview

Business For Sale – The Village Juicery

A place for health nuts, clean food lovers, or those wanting a delicious healthy snack -

The Village Juicery is your go-to!

Inspiring wellness, **The Village Juicery** is where you can pick up healthy on-the-go meals, snacks, smoothies and juices.

You'll find a rotation of seasonal dishes such as freshly made to order juices & smoothies, poke bowls, toasties, bone broth, acai bowls, kombucha, and selected hot drinks, alongside a changing selection of raw sweets and protein balls. For those who are gluten-free, dairy-free, vegan, refined sugar-free, caffeine-free, paleo and FODMAP, this place is your friend!

Sale includes:

- Shop fit out and fixtures
- Premium corner location on Cecil St street-front, with strong traffic and visibility
- Established reputation & destination
- Business name and supplier contacts
- Vendor support and handover
- Ability to open for 7-day trading

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



Stall 56 – Location & Details

Details :

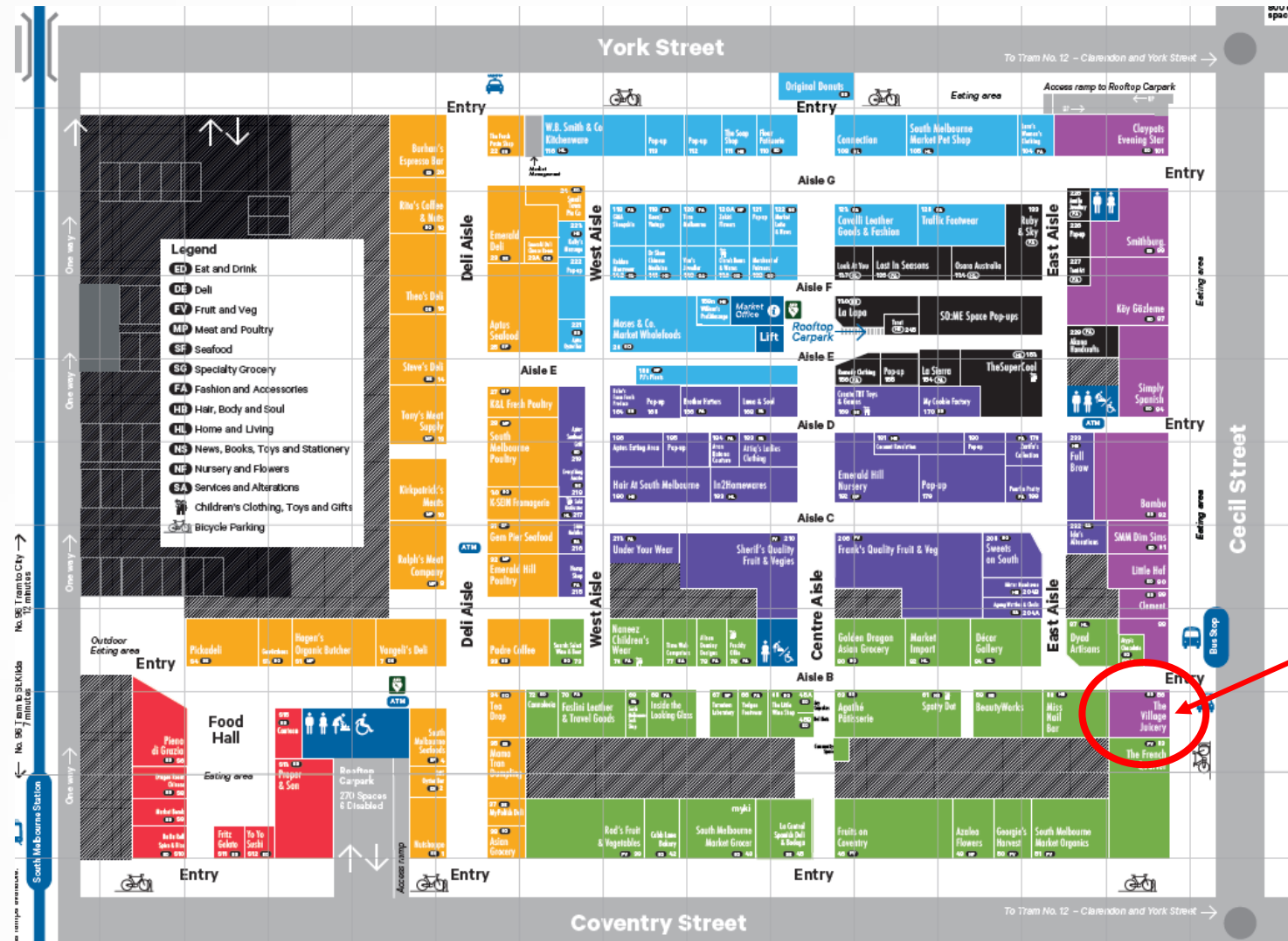
- **Category:** Food & Beverage (Take-Away & kiosk) – Fresh Juices & Smoothies, Salads, Healthy food & drink options
- **Stall location:** Cecil Street frontage, corner of Cecil St and Aisle B
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
 - With the ability to open 7 days due to street front location
- **Size:** Approx 34.4m2, plus external seating
- **Sale Of Business:** Please note this is a sale of business, there is a purchase price for this business to be negotiated with the current Licensee after the proposed new business has been approved by the Market.

Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation between Market Management (landlord) and the applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, following current Licensee permitted use agreement
- **Fixtures and Fittings:** All existing fixtures & fittings included in the sale
- **Rental Fees:** Please contact Clarissa Madden (SMM) for details
- **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 56 - Map Location



STALL 56
 Cecil St,
 Corner of Aisle B,
 on key entrance to the Market,
 Cecil St eating, dining,
 take-away food precinct

Stall 56 – Cecil Street precinct

Cecil Street - Precinct overview

Cecil Street dining is one of the primary drawcards of the South Melbourne Market, offering a variety of dine-in and take away food offers, by some iconic destinations such as the Claypots restaurant, Koy gozleme, South Melbourne Dim Sims, Bambu restaurant, and The Village Juicery.

The precinct is open during Market hours and beyond, with the restaurants open late into the evenings, and with the street front location allowing for 7-day operations to maximise the location and its potential.

With a bustling vibrancy, and a vast mixture of food and dining offers to choose from, this street is a hive of activity for mid-week lunches, weekend pit-stops, refreshing drinks, and destination dining.

Stall Features:

- **Premium street front, corner location** – Positioned facing onto Cecil street, and on the corner of the Market entrance at Aisle B, one of the busiest entrances to the Market.
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 calendar year
- **High footfall** –
 - Approx. **2,116,029 people walking directly past the stall**
 - Approximately **41% of total visitation annually pass the tenancy**
 - A vibrant F&B precinct with a high local & tourist customer visitation
 - Enticing, complementary food & drink offers within the Cecil St precinct

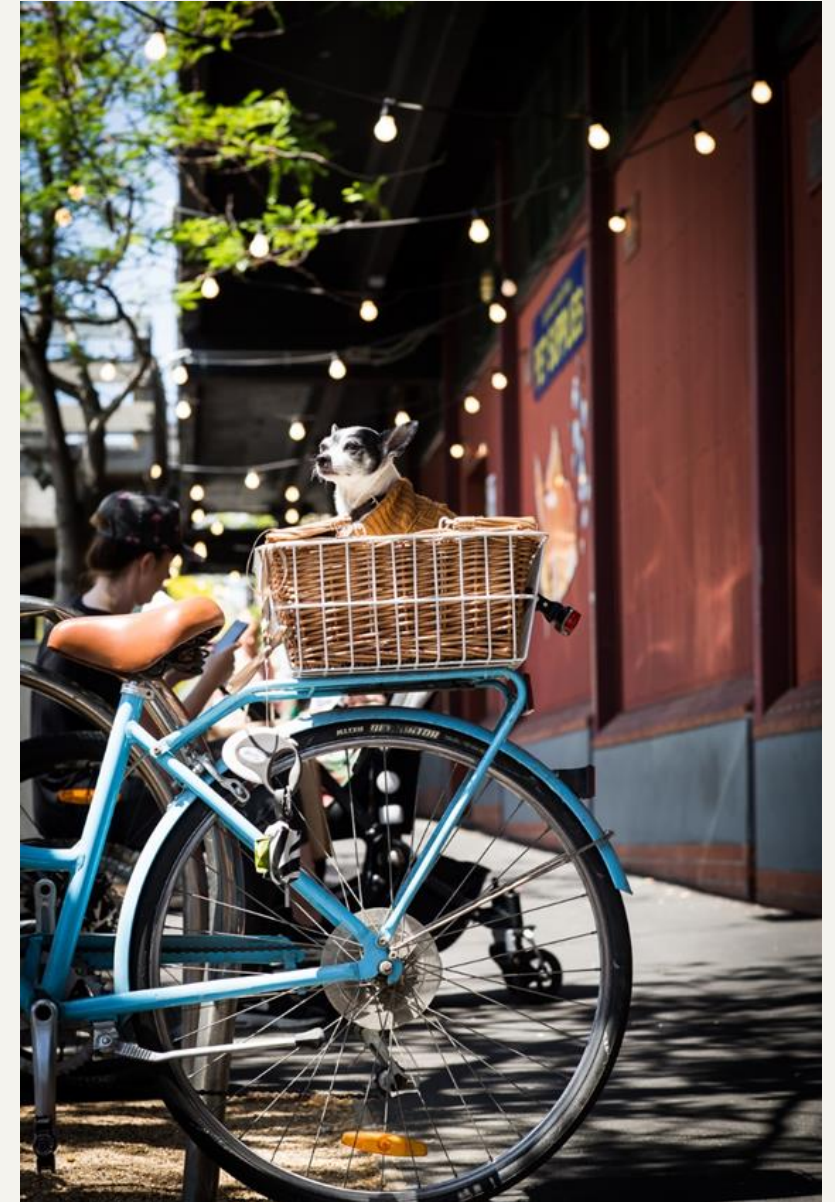


Stall 56 – EOI Process

Expression of interest process

The expression of interest process and business selection will be conducted by members of the South Melbourne Market Management Team. 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 before the expression of interest closing date.
4. An evaluation panel comprising of South Melbourne Market Management Team 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.



Stall 56 – Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting The Village Juicery's 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 relevant experience,
 - small business experience,
 - small business management and/or ownership
 - understanding of product development, health foods, and nutrition,
 - understanding of product innovation and trends,
 - 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



South Melbourne Market

Get in touch



The Village Juicery

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South Melbourne Market:

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Corner of Cecil & Coventry Streets, South Melbourne



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