



Shop 4 Sales 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.

Shop 4 - Overview

Business For Sale – Pickadeli

Pickadeli is a long-established Market business, having traded successfully for 31 years from their prominent Market Food Hall shop.

Pickadeli stock an impressive range of premium local and international gourmet food and dry goods. There are cheeses from Australia, France, England and Italy; assorted pasta, meats and a great bread selection including sourdough and fresh brioche.

Sale includes:

- All stock holding
- Shop fit out and fixtures
- Prominent location in the Market Food Hall with good traffic and visibility
- Established clientele, reputation and goodwill
- Business name and great network of suppliers for ongoing business
(including exclusive product agreements)
- Vendor support, handover, transfer of buying agreements with suppliers

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



Shop 4 – Location & Details

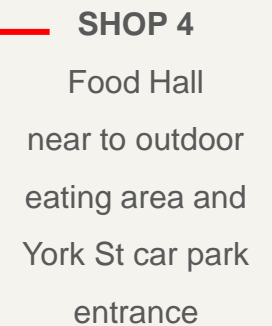
Details :

- **Category: Food & Beverage – Quality, Premium Delicatessen and self-serve food store**
- **Stall location:** North side of the Market Food Hall, a corner unit next to the outdoor eating area and entrance from the York Street carpark
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** approx. 56.8m2 internal shop space with shop front display area.
- **Sale of Business:** Please note this is a sale of business, there is a purchase price for this business that will need 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 with the successful 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:** 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 Prospectus

Shop 4 - Food Hall Precinct

Food Hall - Precinct overview

The South Melbourne Market Food Hall is known as a food-lover's destination, a mix of so many delicious options for dine-in such as Proper And Son or takeaway offers such as Market Borek, Ba Ba Rolls Vietnamese street food, Pieno di Grazia, Canteen, YoYo Sushi, Dragon Room Chinese, Fritz Gelato's award-winning gelato.

A new undercover alfresco dining space sees increased seating and space for the community to catch up with friends and family to enjoy the market atmosphere and devour delicious food and beverages on offer all year round.

The Market Food Hall acts as a major attraction for delicious dining or takeaway for Market shoppers, local residents, and nearby workforce.

Stall Features:

- **Prominent site in Market Food Hall, corner location** – Positioned facing onto seating area, occupying a key corner site to the York Street carpark entrance, and opposite the outdoor eating area
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 year
- **Strong footfall** –
 - Approx. **1,328,362 people walking directly past the stall**
 - Approximately **26% 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 Food Hall precinct

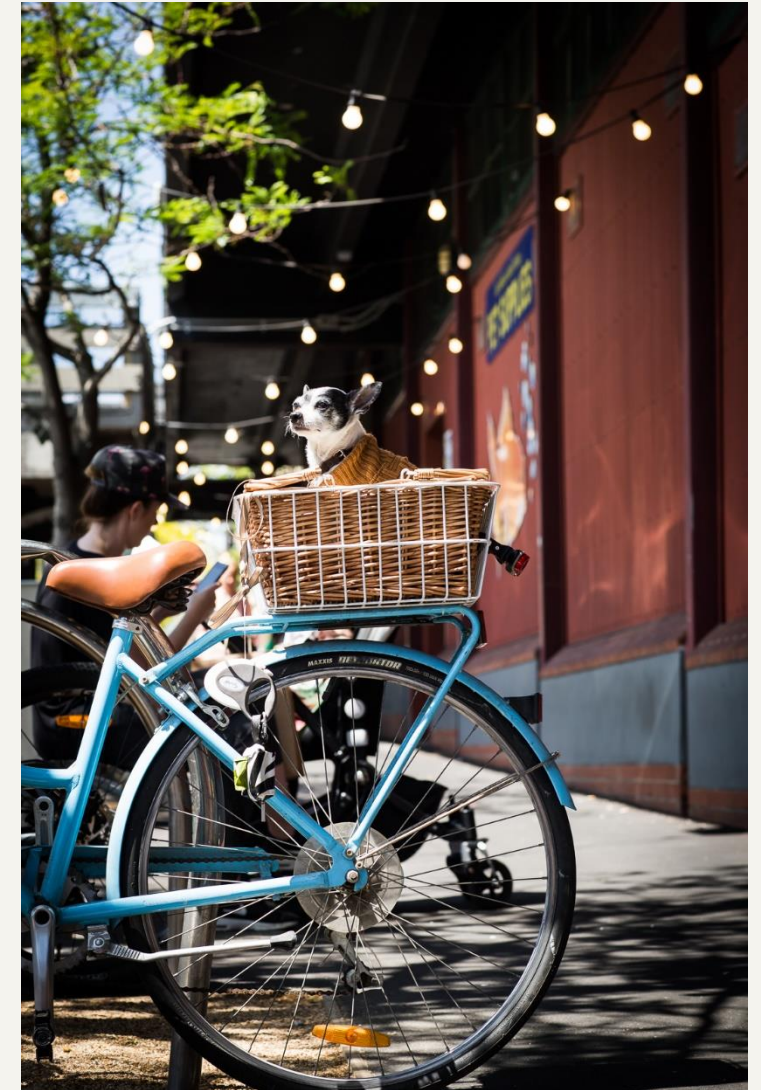


Shop 4 - EOI Process

Expression of interest – Application 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.



Shop 4 – Application Requirements

Registering your interest

Interested parties are invited to express their interest by contacting Pickadeli's 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 relevant experience,
 - small business experience,
 - small business management and/or ownership
 - understanding of products, target customer, quality & range
 - 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

Picadeli



Koula Rokas – Business owner

M: 0418 128 221

E: koularokas@gmail.com

South Melbourne Market:

Clarissa Madden – SMM Head Of Retail & Business Development

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

Anne Hynes – SMM Retail Development Coordinator

E: anne.hynes@portphillip.vic.gov.au



Corner of Cecil & Coventry Streets, South Melbourne



southmelbournemarket.com.au



facebook.com/southmelbournemarket



[@southmelbournemarket](https://www.instagram.com/southmelbournemarket)

