

Producer
IN RESIDENCE

Showcasing local food innovators, artisans and food startups.

Information Pack
2026

ADELAIDE CENTRAL MARKET 18 69



About

Established in 1869, the Adelaide Central Market has been a thriving collective of small businesses, food and culture for over 150 years.

With over 70 traders and millions of visitors annually, the Adelaide Central Market is one of the largest undercover markets in the Southern Hemisphere and offers a huge range of fresh food including fruit and vegetables, meat, poultry, seafood, small goods, cheeses, bakery, health foods and is home to some of Adelaide's most popular eateries.

The Adelaide Central Market Authority (ACMA) is seeking innovative food business operators to temporarily licence the Producer in Residence casual stall, situated at the North West Market entrance from Grote Street.

The Producer in Residence is primarily available for new food businesses looking to test their products or ideas directly with customers, with no or limited existing stockists.

Location:
Producer in Residence casual stall, Grote Street (Northern Roadway)

Licence:
9.2m2 food retail space

Licence Fee*

$375 (plus GST) per week (new, start-up businesses)

$450 (plus GST) per week (returning / established businesses)

$500 (plus GST) per week at peak periods (including for new / start-up businesses):
April School Holidays
July School Holidays
October School Holidays
December School Holidays

Fee payable in minimum 7 day in advance for the duration of the licence period which covers rental of the Producer in Residence space and outgoing costs associated with the use of the space, including electricity.

Licence Period

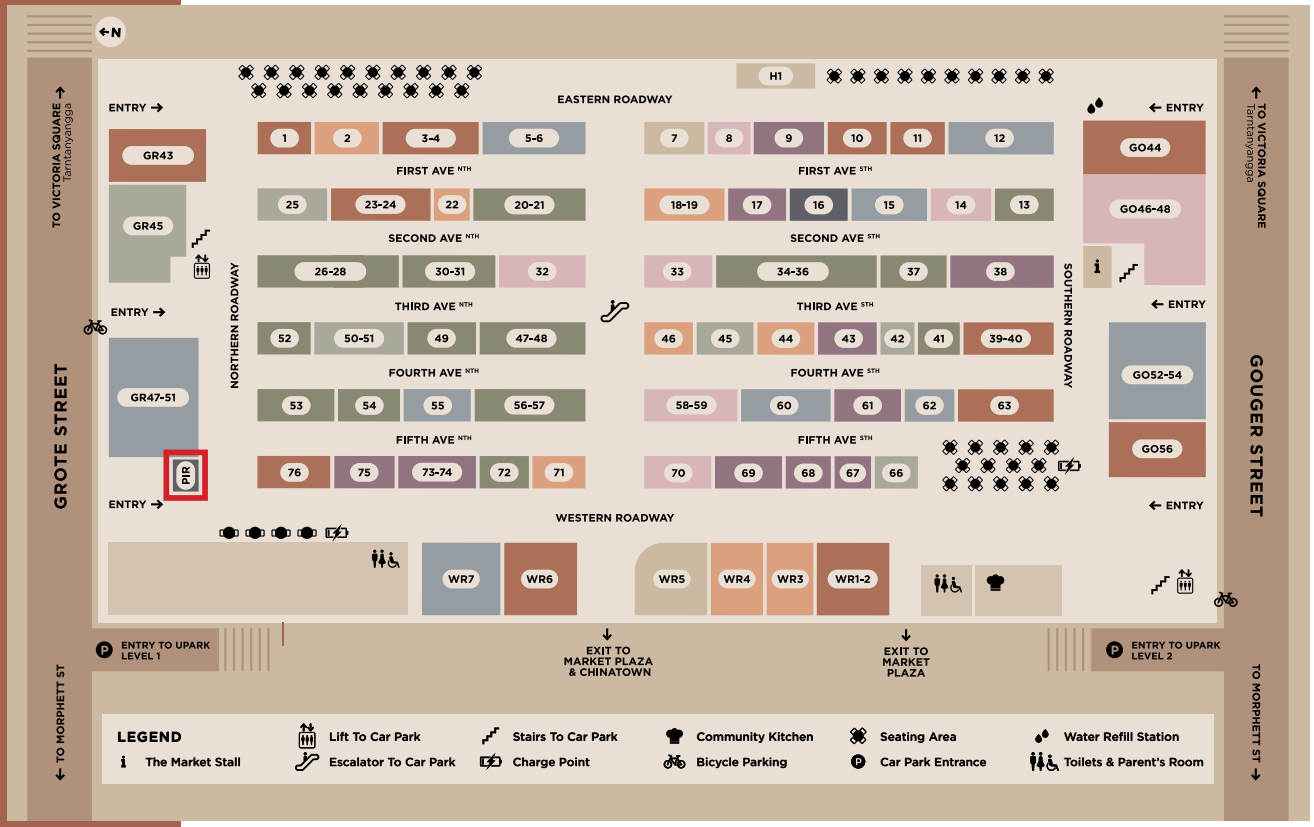
Licence to occupy the stall will be granted on the basis of a fixed period of three (3) consecutive weeks. A further licence period may be granted at the discretion of ACMA.

Minimum Hours of Operation

The Producer in Residence must open the core Market trading hours** as detailed below:

Tuesday	7.00am – 5.30pm
Wednesday	9.00am – 5.30pm
Thursday	9.00am – 5.30pm
Friday	7.00am – 9.00pm
Saturday	7.00am – 3.00pm

*Turnover rent may be payable
**Subject to change at ACMA's discretion.



Producer in Residence Location + Market Map

Occupier Type

South Australian artisan food or beverage producer, grower, food retailer, food innovator, eatery, artisan wine or spirit producer.

For liquor producers, please note the Adelaide Central Market is an approved market by Consumer and Business Services.

Insurance

Producers must provide certificate of currency for $20M public liability insurance, at least 7 days in advance of commencing in the Market.



Stall Features

- Stainless steel benchtops and prep benches
- Hand washing sink
- Dish washing sink
- Hot water
- LED lighting
- Chalkboard signage
- Mobile refrigerated display fridge
- Oven (58L useable, w: 595mm x d: 567mm x h:597mm)
- Cook top (gas, four burner)
- Range hood (two speed)
- Storage cupboards
- Common seating/dining in close proximity
- Lockable security curtain



Stall Presentation Standards

ACMA requires all Producers to maintain minimum presentation standards at all times while operating in the Market.

Ticketing

- Identify products, price and additional information (ie GF, vegan)
- Consider consistent ticketing, look and feel of the brand, no visual tape)

Fridge and product presentation

- Products presented in a neat manner and spaced evenly
- Fridge looks full and inviting – markets are all about abundance!
- Consider using props on bench to showcase offer or tastings

Wall Shelf Space

- Three shelves can be used for displaying products and creative space (ie props)
- Products to be presented neatly with branding label face front and ticketing to support
- Use colour to draw the customers eye
- Consider interesting props that support what you do and shares your story

Visual Merchandising

- Consider creative elements to bring your story to life such as raw ingredients, fresh greenery and flowers, objects that are related to your brand
- Check daily how your PIR space looks from a customer's point of view.

Housekeeping Standards

- Maintain a clean and tidy workspace
- Remove all rubbish regularly and separate waste as directed by ACMA and/or cleaning team
- Surface areas wiped down
- Check fridge and glass areas for finger marks
- Maintain displays especially during peak trading times
- Product presentation always neat and tidy
- Hanging items not permitted
- Additional signage upon approval by Market Office

Advertising Space – Chalkboard

An inbuilt chalk board space is available for neat and tidy chalking (ACMA will provide chalk artist details).

Key points to communicate:

- Brand name and logo
- List of products
- Features about what it is you do
- Features about where your ingredients are from
- Share your story/food philosophy
- Social platforms





Services

ACMA offers a 1 hour visual merchandising consultation at no cost as part of licence fee and also covers the cost of the chalk signage board. Provider details will be provided once signed licence agreement has been received.








Additional Considerations

While the Producer in Residence stall is fitted out for retail operation, the Producer in Residence occupier must consider and provide at their own cost:

- Visual merchandising/aesthetic/display
- Staffing
- POS system and wifi/connectivity
- Cash register
- Regulatory or licensing costs
- Marketing and promotion
  (ACMA may offer limited marketing support)

Sustainability

The Adelaide Central Market has identified the importance of reducing our collective environmental footprint and encourages sustainable business practices where possible.

We strongly encourage producers to use:

- Compostable packaging for takeaway food sales
- Paper/reusable bags for sales
- Pre-packaged items in compostable packaging
- Minimal plastic packaging where possible

Please refer to South Australia's Single-use and Other Plastic Products (Waste Avoidance) Act 2020 about current and future bans on single-use plastic items.

Parking

Onsite parking is not provided to Producers. There is plenty of parking available nearby at UPark Andrew and UPark Grote. See the website for more details: upark.com.au/car-parks

Bump In and Out

Producers may access the stall 1 day before the commencement of licence period for set up. All Producers will be required to bump out on the day the licence expires to allow for change over and cleaning between Producers.

ACMA security will provide Producers with an access card for outside of hours Market access and a key for security curtain. These will obtained and signed out by the Producer on the bump in day and returned on the bump out day.

Inspection

The Producer in Residence stall is available for inspection during Market trading hours.

Contact Briony O'Toole, Events & Activations Executive on 08 8203 7401 or email b.otoole@adelaidecentralmarket.com to arrange an inspection time.

To Apply

Please submit your expression of interest via our Producer in Residence application form located on adelaidecentralmarket.com.au.

Your application will be reviewed by Briony O'Toole, Event & Activations Executive, who will contact successful applicants to progress the application.

For further queries please contact our team on 8203 7494 or admin@adelaidecentralmarket.com

APPLY NOW

