



ADELAIDE CENTRAL MARKET

PRODUCER IN RESIDENCE

SHOWCASING LOCAL FOOD INNOVATORS,
ARTISANS & FOOD START UPS

Adelaide Central Market – Producer in Residence Opportunity

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 license 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.

The Property

Location

Producer in Residence Casual Stall, Grote St (Western Roadway).

Producer in Residence license area

9.2m² architecturally designed food retail space.

Renovated and updated in March 2020.

License fee

The Producer in Residence will be charged a license fee of **\$320 plus GST per week** (payable in advance) for the duration of the license period which covers rental of the Producer in Residence space and outgoing costs associated with the use of the space, including electricity.

License period

License to occupy the Producer in Residence 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 however no sooner than one (1) month period from the end of the previous licence period.

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

**subject to change by direction of ACMA*

Occupier type

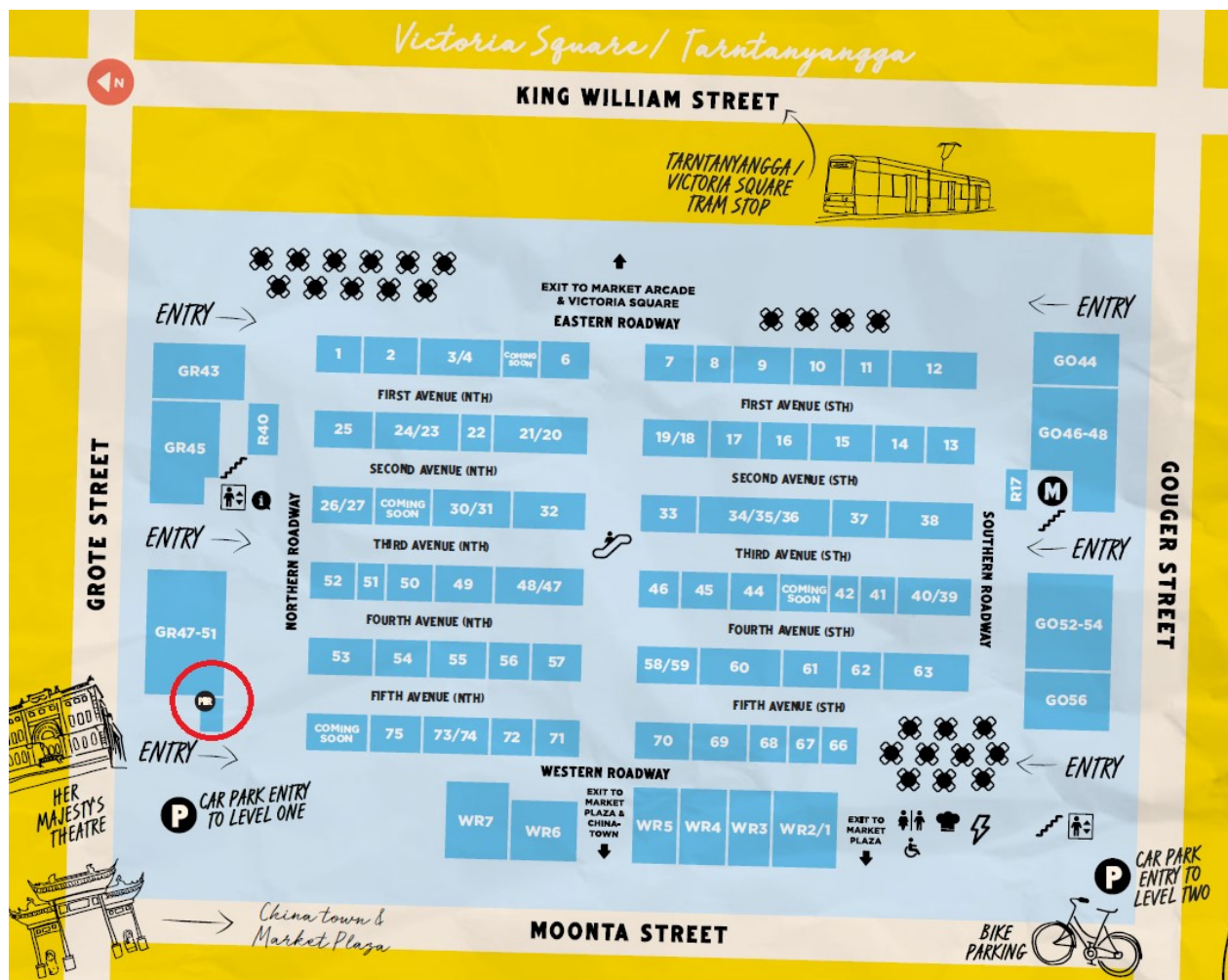
South Australian artisan food or beverage producer, grower, food retailer, food innovator, eatery, artisan wine or spirit producer.

Stall features

- Stainless steel benchtops and preparation benches
- Hand washing sink
- Dish washing sink

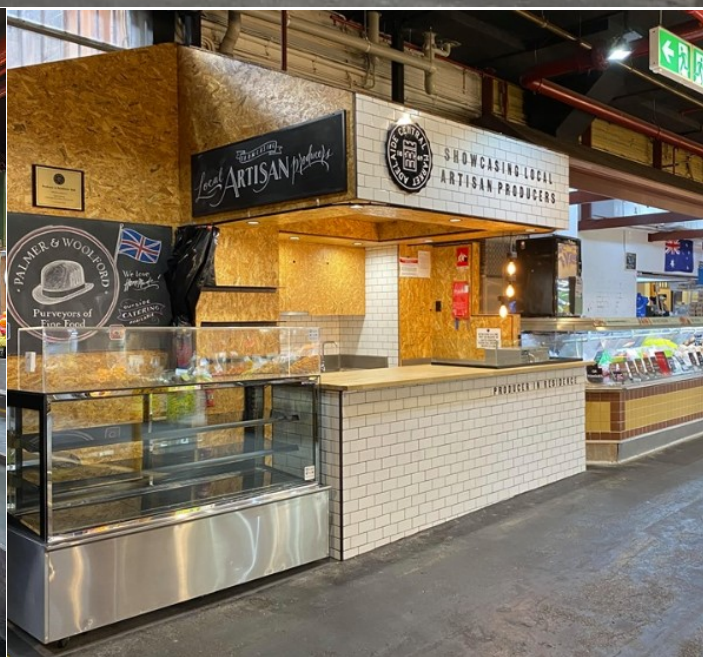
- Hot water
- LED lighting
- Chalkboard signage
- Mobile refrigerated display fridge
- Oven (58L useable, w: 595mm x d: 567mm x h:597mm)
- Cook top (gas, four burner)
- Range hood (two speed)
- Storage cupboards
- Seating/dining in close proximity
- Lockable security curtain

Market map and Producer in Residence location



Producer in Residence Stall is located next to O'Connell's Meats (Stall GR47-51) and across from Michael's Fruit and Veg (Stall 53).

Producer In Residence Stall



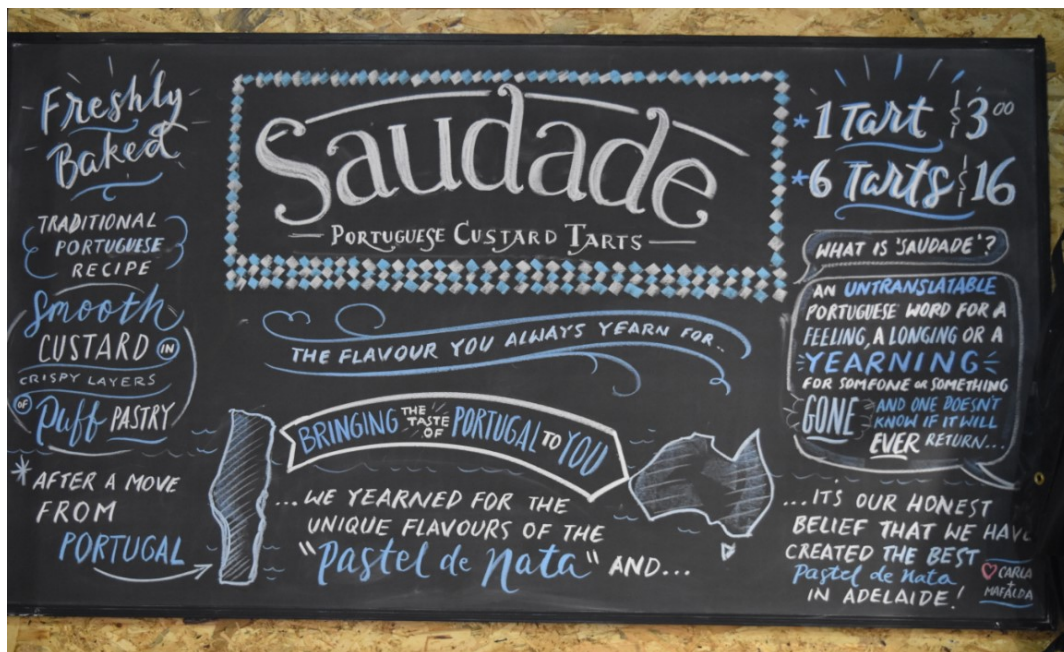
Visual Merchandising & Presentation

Advertising space – Chalkboard

An inbuilt chalk board space is available for neat and tidy chalking (ACMA can 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 sites



Stall Considerations

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
- 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.

Stall Standards

- Maintain a clean and tidy workspace
- Remove all rubbish regularly
- 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
- COVID safe practices

Services

ACMA can provide details for our preferred Visual Merchandising consultant and chalk artist, should you wish to engage their services.

More Information

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
- Public Liability Insurance to the value of \$20M
- Regulatory or licensing costs
- Marketing and promotion (ACMA may offer limited marketing support)

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.

Apply

Please submit your expression of interest via our Producer in Residence application form located on adelaidecentralmarket.com.au or [here](#).

Your application will be reviewed and followed up by Briony O'Toole, Event & Activations Executive, who will contact successful applicants to progress license applications.

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