



# Stall 28 Sale Prospectus

## South Melbourne Poultry

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!

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

# Stall 28 - Overview

## Business For Sale – South Melbourne Poultry

**South Melbourne Poultry** is the Market's go-to for fresh, premium poultry. Specialising in certified organic or free-range poultry, cut fresh daily on the premises to ensure freshness and quality for customers.

**The Market is seeking expressions of interest for a new, premium, poultry and game offer that provides the following:**

- A large, enticing variety of poultry & game cuts, prepared offers, and specialties.
- Strong selection of ready-made, quality, take home pre-prepared meals featuring poultry such as – skewers, sausages, marinated pieces, rolled prepared chicken, chicken kiev, chicken parma's, drumsticks, crumbed chicken schnitzels etc.
- Fresh, quality BBQ chicken cooked on-site, ready to take home
- Free range chicken & poultry, with no hormones/ antibiotics added

### Sale includes:

- Premium Deli Aisle location, with strong traffic and high visibility, positioned in the centre of the South Melbourne Market's busiest aisle
- Large double-fronted size stall
- Shop fit out and fixtures, machinery, and all display cabinets
- Established reputation & destination
- Business name, supplier contacts, and key accounts
- Vendor support and handover



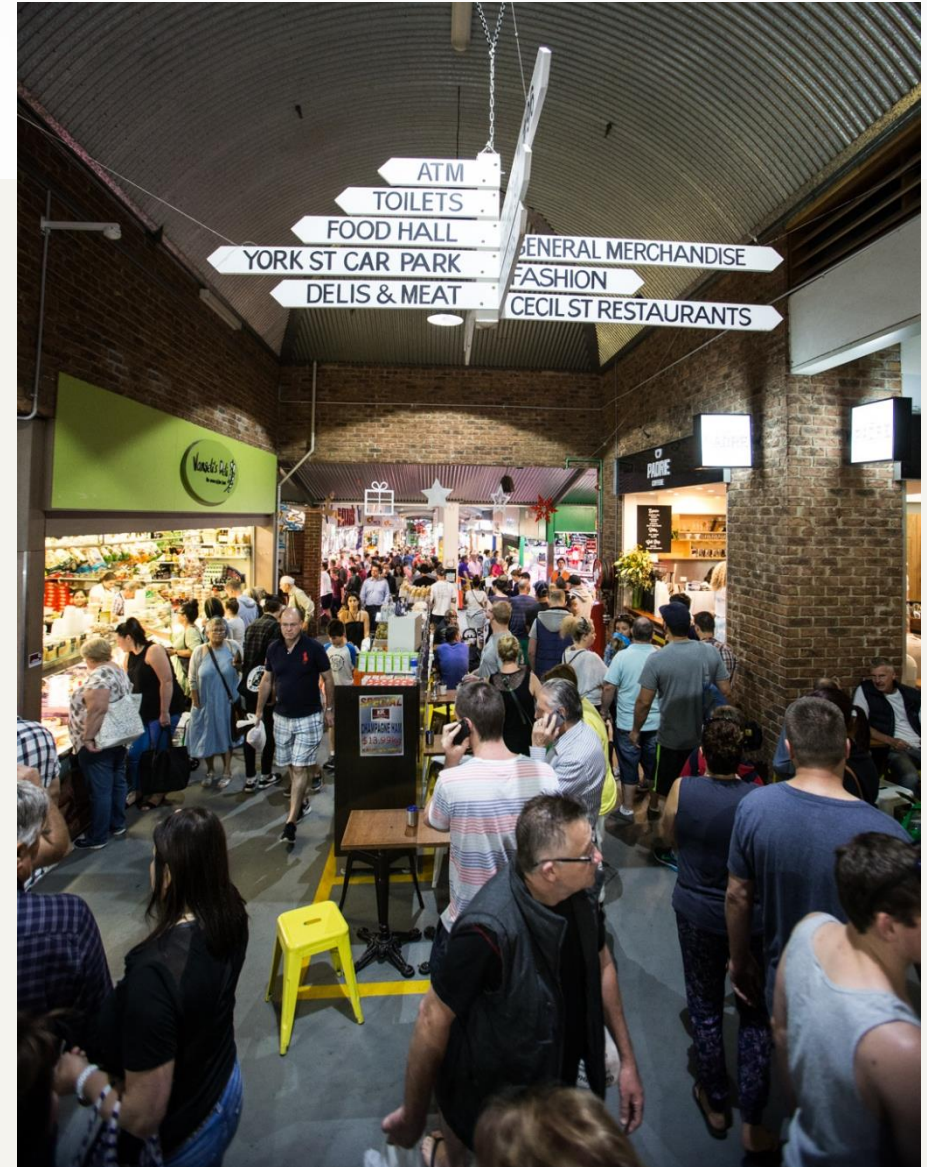
# Stall 28 - Location & Details

## Details :

- **Category: Fresh produce – Specialist organic and free-range fresh poultry products**  
Note : Food & Beverage and Fast Food/ Takeaway food businesses should not apply
- **Stall location: Deli Aisle** – midway between Coventry Street and York Street entrances
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** Approx 85.5m2, plus cool room space within Market loading bay area
- **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.



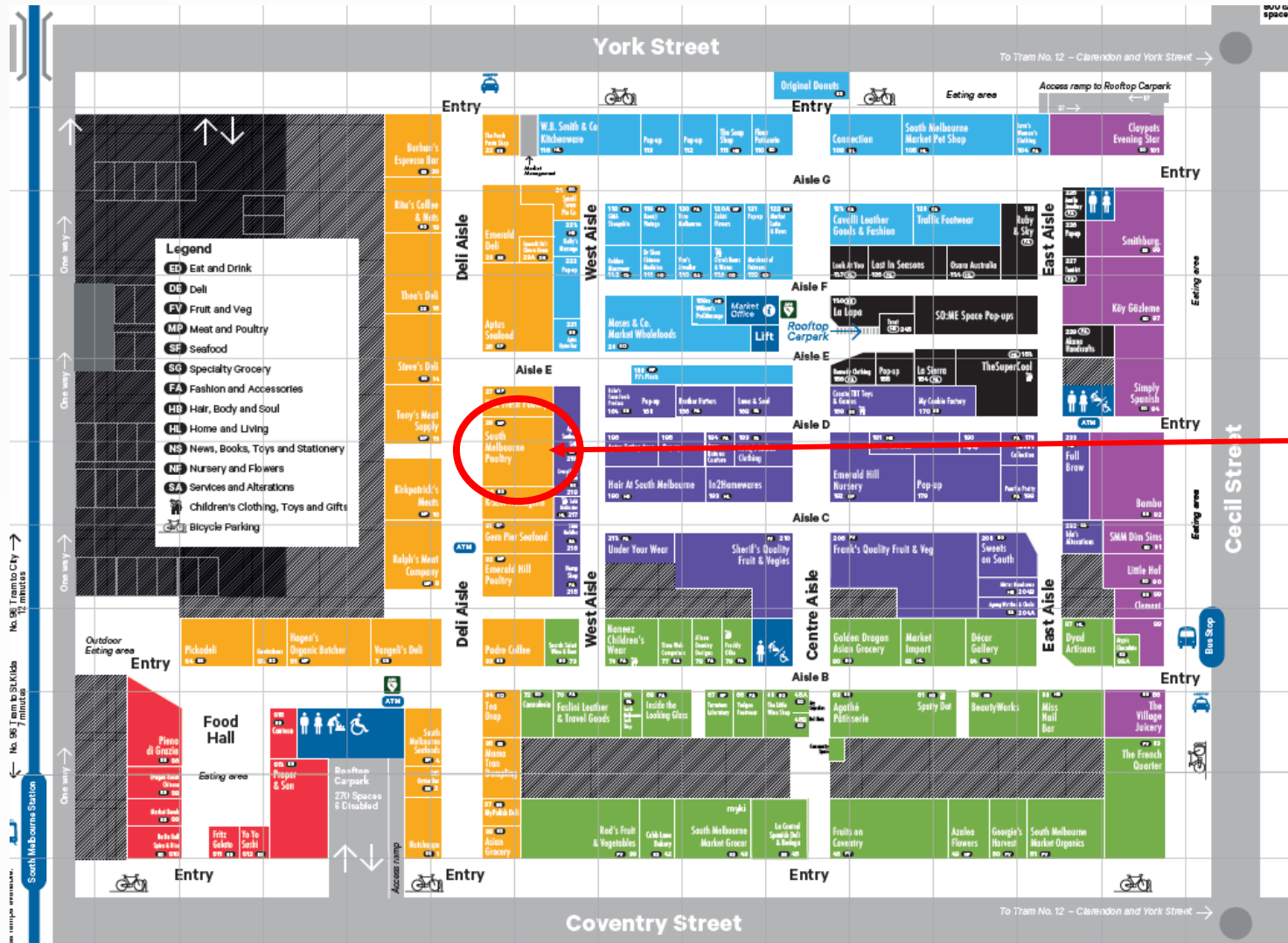
# Stall 28 - Location & Details

## 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, specialising in poultry and game meats
- **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 28 - Map Location



**STALL 28**  
Deli Aisle,  
Near corner of Aisle E,  
Positioned in the middle of  
the Deli Aisle  
between entrances from  
Coventry and York Streets

# Stall 28 - Deli Aisle precinct

## Deli Aisle - Precinct overview

The Deli Aisle is the pumping heart of the Market, known for its hustle and bustle, it's a foodie's paradise where freshness, quality and diversity are paramount with food stuffs from land to sea.

We celebrate a philosophy of real food, encouraging you to cook food that is made from great quality, fresh produce sourced from our family of quality traders.

This Deli Aisle acts as a major thoroughfare for customers from Coventry St through to York St, Centre Aisle and the Food Hall, and is one of the greatest drawcards of the busy, bustling South Melbourne Market.

The stall, located in one of the highest customer traffic areas of the Market, has strong site lines from the length of the Deli Aisle and is positioned centrally for maximum exposure.

### Stall Features:

- **Premium double frontage** – Positioned prominently in the middle of the Deli Aisle
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 calendar year
- **High footfall** –
  - Approx. **2,127,789 people walking directly past the stall**
  - Approximately **41% 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 28 – Application requirements

## Registering your interest

Interested parties are invited to express their interest by contacting South Melbourne Poultry'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 and experience in specialty poultry & game 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





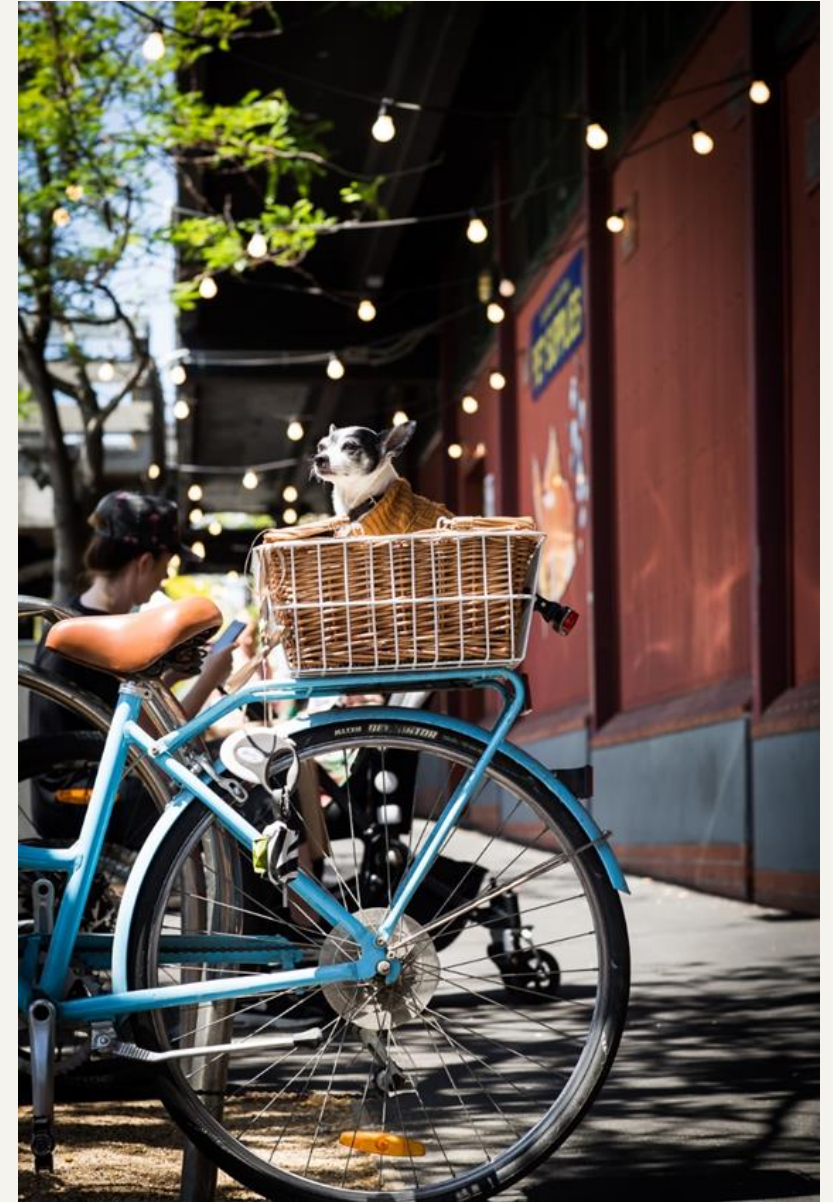
# Stall 28 - EOI Process

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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 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.



## South Melbourne Market

# Get in touch

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**Owner/ Licensee:**

**Michael Sinclair**

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**South Melbourne Market:**

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Corner of Cecil & Coventry Streets, South Melbourne



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