



# QUEEN'S FOOD HALL

EXPRESSION OF INTEREST







# WELCOME TO OUR NEW FOOD HALL

Following substantial precinct masterplanning and investment, Queen Victoria Market is pleased to present its new Food Hall.

Queen Victoria Market is actively seeking expressions of interest for an incredible food and beverage opportunity.





OVER 8  
MILLION  
ANNUAL  
VISITORS

Rare opportunity to secure the premier location in the Food Hall

Opportunity for extended trading hours

Major tourism precinct

Seasonal night markets and festival/event activations

City-centre location attracting the local community

Street-front dining



# A PLACE TO



socialise

meet

dine



drink

caffeinate

relax







# A STATE OF THE ART REVITALISED FOOD HALL

- Melbourne's new social destination
- Located in a heritage site on the corner of Victoria and Queen Streets
- New purpose-built common area
- Each food hall tenancy has two storeys
- Opportunity to optimise the operational footprint on the ground floor
- Inclusion of internal seating is encouraged
- Externalised dining seating areas on Victoria and Queen Street provide around-the-clock exposure to the site with a busy thoroughfare





## IN GOOD COMPANY

Join the incredible businesses already at Queen's Food Hall

- El Rincon - Spanish Tapas
- Drums - Sri Lankan Street Food
- Canton Malay - Malaysian Street Food
- Saltwater - Sushi and Oyster Bar
- Bellboy - Coffee, bagels and pastries
- Rubens - American BBQ Grill and drinks
- The Bund Food Co - Bao and handmade dumplings



# SEEKING BEST IN CLASS

- Food and hospitality operator who can contribute to a destination foodie hub
- Contemporary and unique food & beverage experience
- Customer centric
- Showcase local produce
- Short listed respondents will be invited to present to the evaluation panel





# QUEEN VICTORIA MARKET OFFER

- Available is the premier, corner tenancy that has both external (Victoria and Queen Street) and internal frontage
- Split over two levels: Ground Floor is approx. 59sqm, First Floor is approx. 31.5sqm
- The ability to exclusively licence street frontage on Queen Street and be involved in festivals and street operations
- Cold shell fit out
- Diversified mix strategy with minimal concept duplication
- Positive and supportive partnership towards investment, information sharing and revenue growth
- The Queen's Food Hall is fully managed onsite



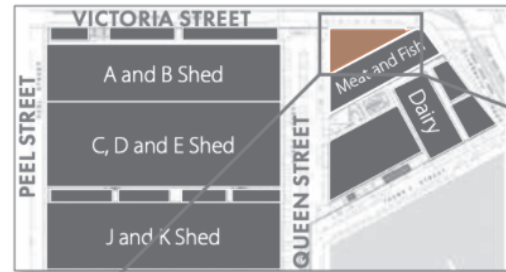


# FLOOR PLAN

Shop	Ground Floor GLA	First Floor GLA	Total Floor GLA
Shop 81	59	31.5	90.5
Licenced Seating Area (Queen St)	50.96	approx.	

## Tenancy size

- Internal footprint of 90.5m<sup>2</sup>
- Exclusive licenced seating area available





# SUBMISSIONS

Detail your capability to deliver a successful hospitality business including but not limited to:

- Detail regarding your proposed concept
- Previous experience in fitting out a retail premises and operating a hospitality business
- Experience of key personnel
- Detail regarding your industry reputation
- Current financial capacity to meet lease and operational obligations
- Proposed menu, price points and your sustainability commitment
- Alignment of the concept to the precinct, target market and location
- Details of the proposed project team
- Nominated rental
- Any other relevant information





# COMMERCIAL TERMS

## Required concepts

- Modern Food Hall offering
- Convenient and fast paced, grab-and-go, counter service, dine-in
- Servicing breakfast/lunch/snacks/dinner
- Focussed on service and quality

## Lease agreement and term

- Lease Term: 5-7 Years
- Rent Reviews: 4% per annum

## Core operating hours

- The Food Hall has direct street frontage and the preference will be for operators to trade outside of the Market's core hours.
- A flexible approach is offered to maximise the business case for food and beverage operators.

## Liquor licence

- A range of concepts are preferred, concepts with AND without liquor licences will be considered.



# PROCESS

# TIMEFRAME

Expressions of interest requested from	26th January 2024
Closing date for submissions	23rd February 2024
Submission evaluation period	23rd February - 8th March 2024
Short listed and unsuccessful respondents notified by	15th March 2024
Short listed respondents presentation	Late March 2024
Successful respondents notified by	1st April 2024
Lease documentation and regulatory approvals	April 2024
Commencement of operation	June 2024

All information submitted will be held in the strictest confidence and not transferred to any third parties.





# QUEEN'S FOOD HALL

Don't let this opportunity  
pass you by!

Contact the QVM Property Team:  
[property@qvm.com.au](mailto:property@qvm.com.au)



# APPENDIX

# KEY INFRASTRUCTURE ELEMENTS

## Mechanical extraction

- A maximum rate of 1500lps is available through a central mechanical exhaust. This cannot be increased or added to.
- The burning of charcoal is also strictly forbidden.

## Gas supply

- 550MJ/HR line sizes 65mm.

## Plumbing

The following services will be provided:

- Greasy drainpipe running into a central grease trap.
- Sewage Point 100mm diameter will be provided to a point within the tenancy.
- Cold water supply 20mm to be provided to a point within the tenancy.

## Electrical

- 3 Phase power 60Amps per phase.



# KEY SELECTION CRITERIA

## Background

- Summarise your concept for the Queen Victoria Market Queen's Food Hall

## Contact Details

- Name of business
- Contact name, position and phone number
- Postal and email addresses

## Company

- Details of ownership structure and company directors
- Key personnel profiles
- Summary of experience including length of time in the Food and Beverage industry
- Company details including company and trading name, ABN etc
- Company ethos and sustainability policy
- Listing of any awards, recognition and reviews

## Food and Beverage Offer and Service Style

- Describe your unique approach to food, beverage and hospitality
- Provide an indicative food and beverage menu
- Company approach to customer service standards and continual improvement

## Operations

- Uniform and grooming standards
- Summary of regular staff training modules, inductions, orientation food safety and service standards
- Current staffing numbers and organisational structure example

## Financial

- Estimate pre-construction capital contribution to the new build
- Fit out budget
- Forecast of first three years of operation
- Trade references (suppliers, landlords, major clients) with over 12 months trading history/banking references
- *Note: Additional financials may be requested during the negotiation stages with the preferred operator*