

Queen Victoria Market x Knafeh present sweet as festival

@ Queen Victoria Market

TRADER INFORMATION PACK
2025

Sweet As festival

Part of the Melbourne Food & Wine Festival and in collaboration with the renowned Knafeh Brothers, we're bringing you a celebration of sweet sensations from around the globe with the Sweet As Festival. The Knafeh Brothers are famous for their Middle Eastern-inspired desserts, and their presence adds a touch of authentic flavour and flair to the event. Known for their dynamic performances and mouth-watering Knafeh—the brothers have captivated audiences around the world. Now, they're bringing their magic to Queen Victoria Market, ready to serve up an unforgettable experience.

The iconic market sheds will be transformed into a haven of sugary delights, with the aromas of freshly baked pastries and sweet confections wafting through the air.

As a trader, you'll have the opportunity to join this exceptional market, showcasing your dessert to Melburnians from far and wide.

Key Event Details:

- **Location: Iconic Sheds (C & D Shed)**
- **Date:**
 - **Saturday, March 29**
 - **Sunday, March 30**
- **Time: 9:00 AM – 4:00 PM**

APPLICATIONS CLOSE MONDAY 20 January 2025

STALL INFORMATION

	Stall Size	Site Fee (incl. GST)
Site Fee*	3m x 3m	\$1,300
* price includes marquee		

What is provided with a stall?

Power supply & waste management fee costs are inclusive of the rates above.

- **Power**

The Market has limited power available (this is included in the stall fee), To operate a safe market, all electrical equipment needs to be tested and tagged by a suitably qualified electrician before being brought to the Market.

- **Furnishings**

Trestle tables are available for hire at \$12 per table per day including GST. To keep sightlines clean and visible, we ask that all stall displays remain below 2.4m.

- **Merchandising**

Queen Victoria Market's merchandising standards and guidelines are designed to assist stallholders in positioning their product to be as successful as possible. While we encourage each stallholder to present themselves true to their own brand, a level of presentation is expected to provide customers with an enjoyable shopping experience.

- **Food Vendors**

For your own and the general public's safety, all traders - whether you're trading at the Market or elsewhere, should be aware and ensure you are up to date and compliant with the relevant standards of all gas appliances set by Energy Safe Victoria. For further details and free advice you can contact Energy Safe Victoria at: esv.vic.gov.au or 1800 652 563.

- **Sustainability**

Queen Victoria Market is committed to ensuring that our events have as little impact on the environment as possible. The guidelines below have been adopted to help us achieve this goal:

Go plastic bag free & straw free!

It takes a minimum of 100 years for a plastic bag to disintegrate. Help protect the environment by using only paper, recycled or bags from QVM's preferred supplier. Plastic bags and straws are not permitted at any Queen Vic Market event.

SWEET AS FESTIVAL

Key Selection Criteria

The selection criteria we apply in the assessment of all applications is summarised below:

- The diverse dessert hospitality offer considering point of differentiation and alignment with the theme (also includes the extent of on-site food preparation for food stalls).
- The stall set-up, including attention to aesthetics and any physical constraints.
- The applicant's retail and business experience.
- Flexibility and ability to fit in with other stallholders and to work with Queen Victoria Market management

What Happens Next?

Applications close at 9am on Monday 20 January 2025. Queen Victoria Market will not accept any applications after this date.

Should your application be successful, you will be notified and receive a trading licence by late February to early March.

If you are unsuccessful this year, we still encourage you to apply for future Queen Victoria Market events.

The sequence of the criteria does not imply any relative priority. Furthermore, these are not the only criteria upon which the assessment of applications is made.

The Queen Victoria Market will not be evaluating any application for the purpose of entering legal relations. A legal relationship will only be contemplated when the successful application signs a formal letter of acceptance prepared by the company.

The company reserves the right to act as it sees fit after considering applications received.

The decision of the selection panel is final and not open to appeal.