Queen Victoria Market – Meat Hall

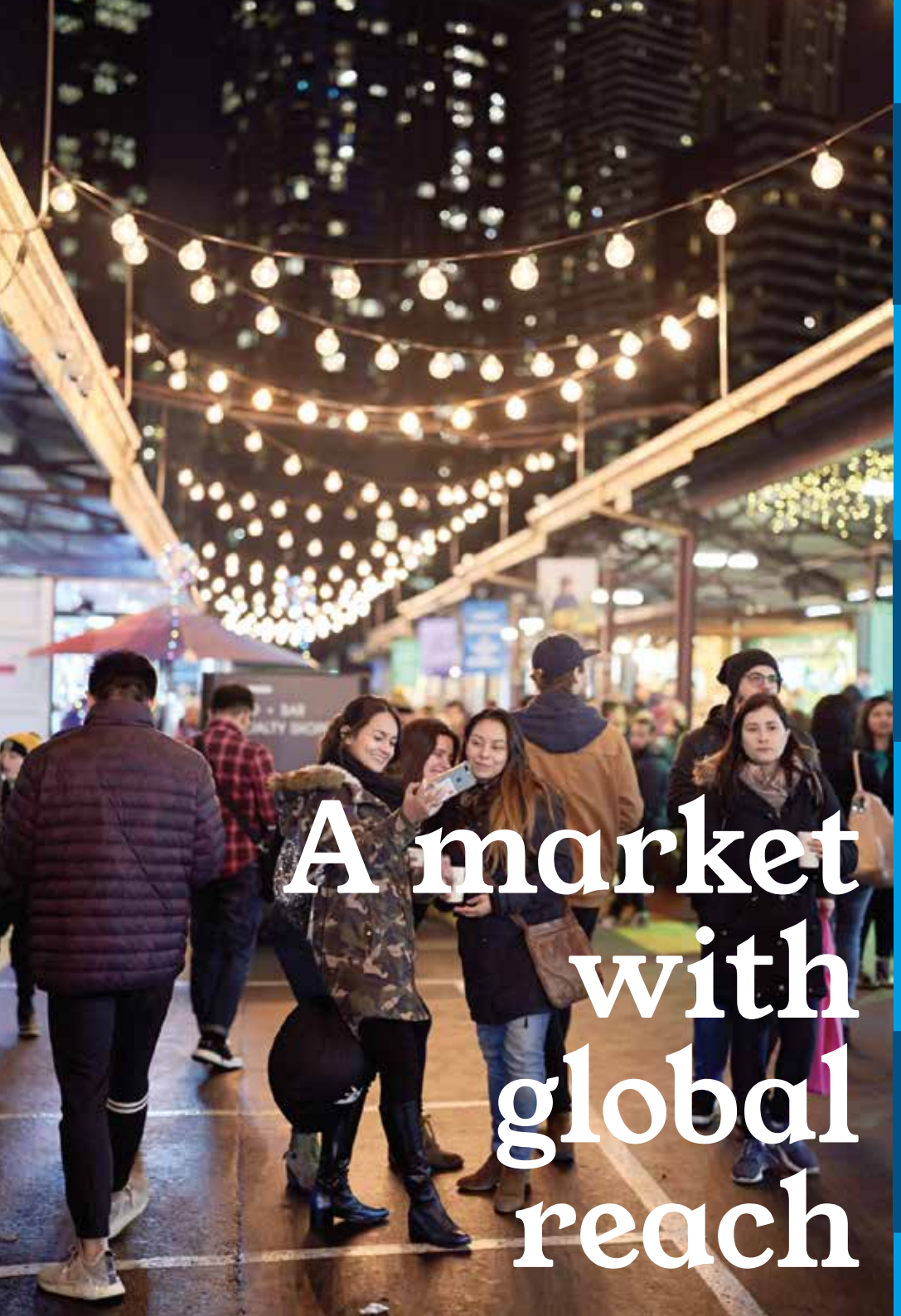
EXPRESSION OF INTEREST
NEXT GENERATION MEAT RETAILER





Queen Victoria Market is seeking Expressions of Interest from progressive, innovative and industry-leading meat retailers to join the historic Meat Hall. A rare prime tenancy is now available for the first time in decades, presenting an opportunity to redefine what contemporary butchery looks like inside Australia's most iconic market.

The successful operator will bring a fresh, disruptive approach to traditional meat retailing, showcase exceptional provenance, and complement the Market's heritage while appealing to customer expectations around convenience, sustainability and high-quality food experiences.



A market with global reach

- Over 8 million visitors annually
- A local and international customer base seeking quality, craft and authenticity
- A landmark tourism and food destination
- Seasonal activations, event-driven visitation and strong weekday trade from surrounding residents and CBD workers
- A revitalised precinct undergoing major investment and renewal



The Opportunity

A highly visible Meat Hall tenancy offering:
A 45.4 sqm cold-shell retail space ready for a full custom fit-out.
Prime internal sightlines and strong customer flow within the Meat Hall.
The chance to introduce a distinctive, modern butcher identity within a curated precinct.
A supportive partnership environment focused on growth, brand alignment and long-term success.



New and improved trader services supporting butchers

When opened, the upgraded Trader Shed will deliver a step-change in back-of-house capability for butcher operators. New infrastructure will improve workflow, hygiene, logistics and daily operational efficiency.

Enhanced cold storage and refrigeration capacity.
Modernised preparation and wash-down areas supporting food safety and efficiency.

Improved waste management systems including organic diversion and streamlined collection.
Upgraded loading, delivery and vehicle access, reducing congestion and improving turnaround times.
Better staff amenities including improved change rooms, lockers and shared facilities.

These upgrades will materially improve day-to-day operations and support a next-generation meat retail concept.



What we are seeking

A progressive meat operator who can demonstrate:

A forward-thinking retail model grounded in quality, provenance and innovation.

A concept distinctly different from existing Meat Hall offers.

Full-species or high-specialty capability with modern presentation.

A customer-centric approach with strong emphasis on service excellence.

Willingness to invest in a standout fit-out that complements the heritage hall.

A proven track record with strong industry reputation and references.

A sustainability-led business ethos including waste minimisation and responsible sourcing.

Capability to operate successfully in a fast-paced market environment.

This is an opportunity for a category leader or emerging disruptor to create a landmark store in one of Australia's most historic food halls.



QVM Offer

- Prime tenancy in the historic Meat Hall
- Cold-shell space ready for a completely new fit-out
- Positive and collaborative partnership with onsite market management
- Access to brand-building opportunities across the Market's consumer channels
- Inclusion in major campaigns, events and precinct activations
- Operational setup support, onboarding and infra-structure planning
- Access to upgraded Trader Shed facilities designed to streamline operations



Tenancy Details

Shop 41 – Meat Hall.

Internal footprint of 45.4 sqm (cold shell).

High-visibility location with strong customer flow.

Full design freedom within Heritage and Market guidelines.

Shared access to loading, waste and staff amenities.

Fit-out subject to QVM, regulatory and Heritage Victoria approvals.

Submission Requirements

Respondents must provide detailed information addressing the following:

Business Capability

Ability to deliver a successful, contemporary retail butcher shop.

Company history, ownership structure and key personnel profiles.

Evidence of financial capacity to meet lease and operational obligations.

Industry references and reputation indicators.

Tenancy Details

Concept Proposal

Brand identity, market position and visual direction.

Full-species offer, specialty cuts, sausages, value-added items and ready-to-cook options.

Good / Better / Best value proposition.

Differentiation from existing Meat Hall offers.

Indicative layout, fit-out concepts and design direction.

Staff uniform concepts.

Operations and Sustainability

Approach to provenance, traceability and animal welfare.

Sustainability commitments including waste reduction and packaging choices.

Operational model, staffing structure and business hours.

Infrastructure and equipment requirements.

Alignment with upgraded Trader Shed facilities.

Financial

Projected yearly turnover.

Fit-out budget and capital investment.

Proposed commercial terms including rent nomination and preferred lease length.

Additional financials may be requested from shortlisted applicants.

Tenancy Details

Required Themes

Customer-led butcher concept.

High-quality product and presentation.

Balanced heritage awareness with modern execution.

Commitment to ongoing improvement, service and innovation.

Clear alignment with the future strategy for the revitalised Meat Hall.

Commercial Terms (Indicative)

Lease term: 5 + 5 years.

Rent reviews: annual percentage increase.

Rent-free period: 2 months for fit-out.

Bond: Amount equal to 3 months in the last year of the term.

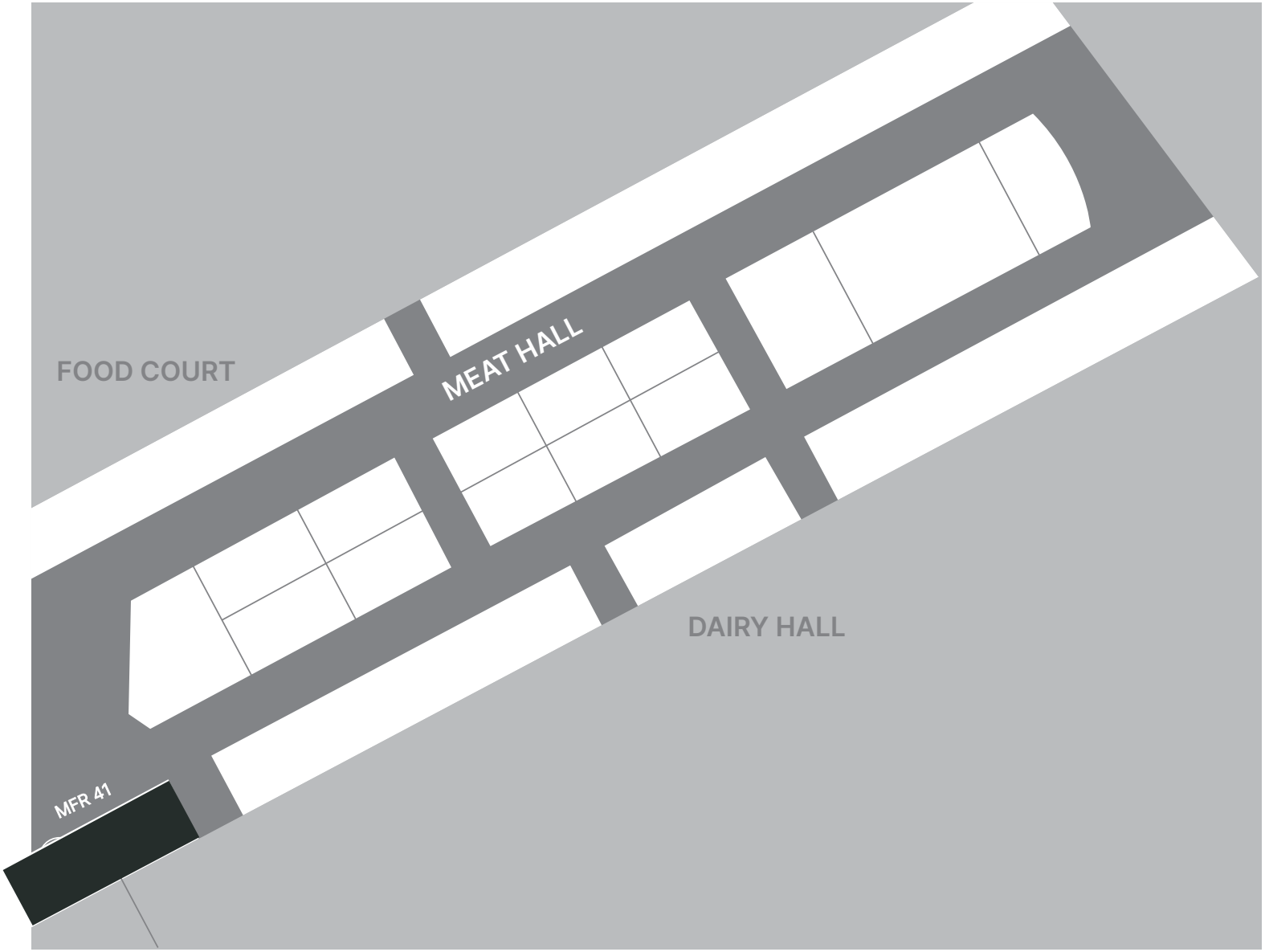
Outgoings: Approx. $7,691.87 based on FY26.

Core trading hours: in line with Market requirements, with flexibility for business model.

Process	Timeframe
EOI release	12th November 2026
Closing date	11th December 2026
Evaluation period	14-18th December 2026
Shortlist notification	20th December 2026
Shortlist presentations	Conduct through January 2027
Final selection	31st January 2027
Lease documentation	February 2027
Fit-out and approvals	February - March 2027
Commencement of trade	June 2027

Floor Plan

Shop 41 – Meat Hall
Internal footprint of 45.4 sqm (cold shell)





QUEEN VICTORIA MARKET

Contact

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