

the startup stall

@ the English Market

Cork's English Market is giving local food-based business start-ups the opportunity to trade in Ireland's oldest and best food market. A brand new stall, recently designed and fitted out to the highest standard, will be available for short-term lets starting this summer. A rare chance for small food businesses to test the market...literally!

The project is aimed at start-up businesses retailing products or produce that will compliment, rather than duplicate, that of the English Market's current offering. Although the English Market takes great pride in its traditional food offering, historically, its very survival depended on the introduction of new and innovative food products. The Start-Up Stall aims to contribute to the markets continuing success by introducing a new generation of food businesses to its clientele, both local and international. Potential traders, whose produce reflects the ethos of the English Market are now being invited to apply.

Successful applicants will:

- Gain valuable experience of trading in the English Market
- Avail of a recently fitted-out unit, ready to go, avoiding expensive capital investment
- Get to trial products in the English Market, assess demand and gain valuable feedback from customers
- Make valuable connections with, and learn from, other traders, producers and suppliers
- Successful Start-Ups will also be ideally placed if a stall becomes available on a permanent basis in the future

Who should apply?

Proposals are being sought from start-ups who wish to test innovative food concepts, which will complement the English Market's current offering.

The culture of the market is such that 'trading' takes precedence over production and so all cooking and 90% of the processing / production must be carried out off-site. The vibrancy and life of traders' interaction with their customers is of prime importance to the English Market. In keeping with this ethos, we are looking for applicants who commit to manning their stall at all times and who can demonstrate a passion for, and knowledge of, their product.

Preference will be shown to those who can demonstrate a commitment to sustainable food practices, for example:

- low 'food miles' or low carbon footprint, short supply chain
- local, seasonal, ethically traded and organic, where possible
- responsible waste management, compostable packaging, recycling etc.
- selling nutritious, healthy whole foods over highly processed produce

In order to allow start-ups pool their resources, joint applications are also welcome. As are seasonal, one-off ventures (such as produce from a community garden project, or a Christmas-related product).

A commitment to a high standard of presentation will be required with regard to your produce, display and business.

Who shouldn't apply?

The Start-up Stall is not kitted out for hot food vendors, cafes or delis.

The current product mix in the English Market will also be taken into account; therefore we are not inviting applications from butchers, poulterers or fishmongers at present.

the startup stall

Stall specification:

The stall is fitted to “turnkey” standard, with all basic equipment provided. The stall is approximately 16 sqm/ 175 sq ft in total.

- The front section of the unit is approximately 9.5 sqm/ 100 sq ft and consists of a generously proportioned 3-tiered solid oak display counter. Set in to the counter is a 3x 1/1GN flat-bed chilled display well with frameless glazed surround cabinet. The refrigerated display cabinet is lit from within. Above the counter there is a row of five pendant lights. There are storage units below / behind the counter. The back wall of the front section is a bespoke blackboard / pegboard /display wall, lit from above, which you may use for displaying and branding your product.

The back section of the unit is approximately 7 sqm/ 75 sq ft and is designed for storage and some final stage preparation and production of your product. As such, the following commercial grade equipment is provided:

- stainless steel sink and drainer w/ hot & cold water
- wash-hand basin w/ hot & cold water
- upright stainless steel commercial fridge
- floor to ceiling shelving unit
- Space and powerpoints are provided for any extra equipment you may need to install such as an extra fridge, freezer, shelving units or bins.

You will have to provide your own till and any other e.p.o.s. Equipment.

Internet access is not provided.

See attached map for stall location and layout.

Agreement Details:

- Each letting will be for a period of either 4 weeks or 6 weeks. The trader will be required to trade six days a week for the duration of the licence, from 8.00am to 6.00pm daily (Closed on Sundays and Bank Holidays).
- The Licence Fee will be agreed with applicants after short-listing. Costs included in the Licence Fee are: rent, market service charges (which includes waste removal), commercial rates and utilities. Depending on utilities you can expect a weekly cost of between €150 and €200.
- A returnable security deposit will be payable in advance.
- Each trader will need to have their own insurance (public liability insurance of €6.5million and product liability insurance €6.5 million, together with Employers Liability Insurance of €13 million if applicable).
- Where applicable, proof of registration of your food business with the HSE will be required.
- Tenants must agree to abide by the Market's Bye-laws and rules of conduct at all times.

Application Process:

1. **Expression of Interest:** - download the application form here on our website and we would encourage you to provide as much detail as possible with your application.
2. **Shortlisting of suitable applications:** Suitable applicants will be invited to interview and further information may be requested at this stage
3. **Selection Process:** Evaluation of applications by review panel. Successful applicants will be booked into our system for a 4 or 6 week residency.

Any further questions please email englishmarket@corkcity.ie.

We look forward to hearing your pitch for the Start-Up Stall at The English Market Cork!