

the PIAZZA

FOOD HALL



What is a Food Hall?

A Food Hall is a curated group of innovative, industry-leading, independent food and beverage vendors that come together to provide playful, unique food experiences.

The Perks

Fresh

and interesting for diners drawn to culinary browsing.

Affordable

dining and creative dishes meant to share and inspire.

Ambient

vibrant social hub with live events and activities.

Unique

food experience provided by a variety of complimentary vendors in an eclectic atmosphere.

Convenient

access to an awesome variety of vendors, in one special place.

Includes

about 8,000 sq. ft. of patio space.



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Why Little Italy?

Attractive, walkable and busy district with a relaxed neighbourhood vibe.

More than 12,000 vehicles per week drive past The Piazza; its central location is in the heart of Little Italy on 95th Street.

More than 42,000 customers per month shop in Little Italy.

44% of Little Italy shoppers are under 44 years-old; a vibrant and lively demographic.

Little Italy shoppers are well educated, with 62% of them having obtained post-secondary degrees.

Why a Food Hall?

Lower Costs: The Piazza provides the infrastructure for your mini restaurant, meaning lower startup costs.

Shared expenses: Costs are shared between all tenants.

Exposure: Food Halls provide a platform for increased exposure.

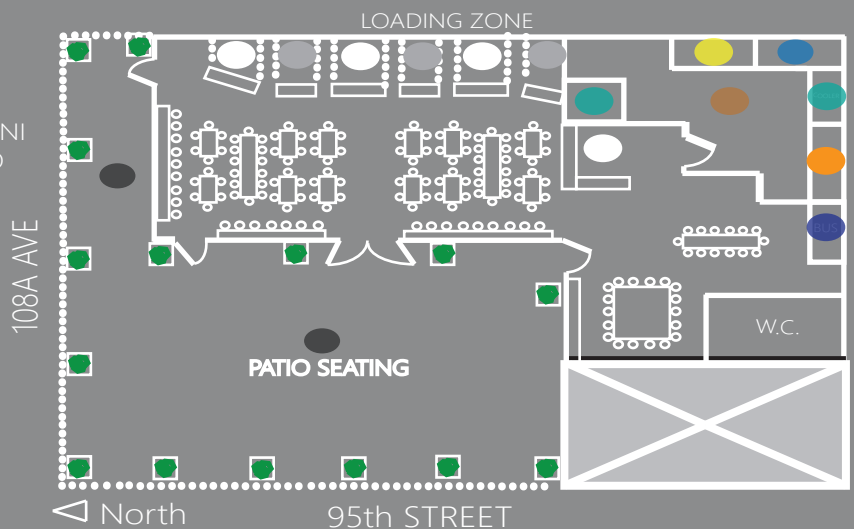
Foot Traffic: Variety of vendors assures foot traffic that you do not need to generate by yourself.

Shorter Contracts: The Food Hall license is shorter and less onerous than a lease for a standalone restaurant.

Less risk: The above benefits mean there is a lower risk for getting started or growing your business.

-  Large Kiosk
-  Small Kiosk
-  Kitchen
-  Patio Seating
-  Cooler
-  Grill
-  Pizza
-  Dish
-  Bus

▲ GIOVANNI CABOTO PARK



The Fine Print

License

The agreement for your space will be a license instead of a lease. This license will include basic rent costs, operating (shared) costs, terms, etc. Your rent will not be calculated at a cost per square foot because your kiosk is small and the common areas are large.

Cost

So how much? Projected costs for your space will depend on whether you require use of the kitchen and if you require major or minor kiosk. Costs starting at:

Major Kiosk, per month: \$4,050. + shared op costs (estimated \$800)

Minor Kiosk, per month: \$2,500. + shared op costs (estimated \$500)

How do I Partner?

We are teaming up with creative and energetic industry pros, keen to deliver awesome specialty food and bevies. Your application will primarily be assessed on how well your proven success and ideas fit with The Piazza Food Hall. It will also include a financial assesement and credit check to understand your risk profile.

You will need to outline your concept, experience, and how your big idea adds value to The Piazza Food Hall. We are excited to put together something special in the vibrant neighbourhood of Edmonton's Little Italy.

Contact

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