SHOP 101A, 101B & 101C: LEASING PACK

Position your business within one of Melbourne's most iconic fresh food destinations.

PRAHRAN MARKET



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SERVING THE NEIGHBOURHOOD SINCE 1864

Established in 1864, Prahran Market is Melbourne's oldest continuously operating food market and a cornerstone of the local community. Originally created to support nearby farmers and market gardeners during the post-gold rush boom, the Market has evolved into a vibrant food destination while maintaining its strong community roots.

Today, Prahran Market is recognised as a premier food hub, offering a rich mix of fresh produce, specialty ingredients, artisan goods and ready-to-eat offerings. It brings together passionate traders, chefs and locals in a dynamic environment that celebrates food, culture and connection —delivering a true community food market experience.

The Market is structured across key precincts, each contributing to its unique character:

MARKET SQUARE	HARVEST HALL	BRACHER ARCADE	DELI ARCADE
A curated food and dining destination	A central gathering space for fresh produce and community activation	Home to premium meat, poultry and specialty traders	A vibrant strip of delicatessens, providores and gourmet offerings

TRADING HOURS:

Tuesday	7am – 4pm
Thursday	7am – 4pm
Friday	7am – 5pm
Saturday	7am – 5pm
Sunday	8am – 4pm

*Certain locations within the Market support seven-day trade and all-day dining or retail offerings, subject to operational requirements and landlord consent.



FOR LEASE | PRAHRAN MARKET

SHOP 101A + 101B + 101C - OVERVIEW

SUITED FOR HOSPITALITY, RETAIL AND LIFESTYLE OPERATORS | APPROX. 180M² COMBINED | 7-DAY TRADING OPPORTUNITIES

Three new spaces, one big opportunity to shape the next chapter of Prahran Market (negotiable floor plan):

- Approx. 180m² across three tenancies
- Shop 101A: approx. 80m² hospitality
- Shop 101B: approx. 50m² specialty retail
- Shop 101C: approx. 50m² non-food retail
- Lease one, two or all three
- Indicative layout only, configured to suit the right concept

At Prahran Market, customers come looking for quality, provenance, and something worth the trip. Help us give them even more reasons to visit.

We're inviting Expressions of Interest (EOI) from quality operators with a clear idea and a great customer experience. Tell us what you'd do with one space, or all three.





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SHOP 101A - OVERVIEW

SUITED FOR DESTINATION DINING OR ALL-DAY HOSPITALITY | APPROX. 80M² | 7-DAY TRADING | FLEXIBLE FLOOR PLAN

Create a place people come back to, day after day, inside one of Melbourne's most loved fresh food destinations:

- Approx. 80m²
- Room for seated dining and longer sittings
- Potential to trade breakfast, lunch and dinner
- Can be leased alone or combined with 101B and 101C (approx. 180m² total)
- Floor plan negotiable to suit your concept

At Prahran Market, customers come looking for quality, provenance, and something worth the trip. This is the space that invites them to stay a little longer.

We're looking for an established operator with a great food story to tell, one that sits naturally alongside our traders and gives people a reason to linger.





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SHOP 101B - OVERVIEW

SUITED FOR SPECIALTY RETAIL, KITCHENWARE OR LIFESTYLE CONCEPTS | APPROX. 50M² | 7-DAY TRADING PREFERRED | FLEXIBLE CONFIGURATION

A standout retail space for an operator with a clear point of view and products people love to discover.

- Approx. 50m²
- Ideal for kitchenware, tableware, entertaining, gelato, juice, giftware or curated merchandise
- Can be leased alone or combined with 101A and 101C
- Floor plan negotiable to suit your concept
- Surrounded by a loyal, food-loving crowd

At Prahran Market, customers come looking for quality, provenance, and something worth the trip. Bring them something they didn't know they needed.

We're open to creative ideas that add something genuinely new to the Market's mix. If your concept makes the shopping trip better, we'd love to hear from you.





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SHOP 101C - OVERVIEW

SUITED FOR NON-FOOD, DESIGN-LED OR LIFESTYLE RETAIL | APPROX. 50M² | 7-DAY TRADING OPPORTUNITY | FLEXIBLE CONFIGURATION

A dedicated home for non-food retail that gives Market regulars something fresh to explore.

- Approx. 50m²
- Ideal for cookware, homewares, gifts, design-led and specialty lifestyle retail
- Can be leased alone or combined with 101A and 101B
- Floor plan negotiable to suit your concept
- Built-in audience of engaged, quality-focused shoppers

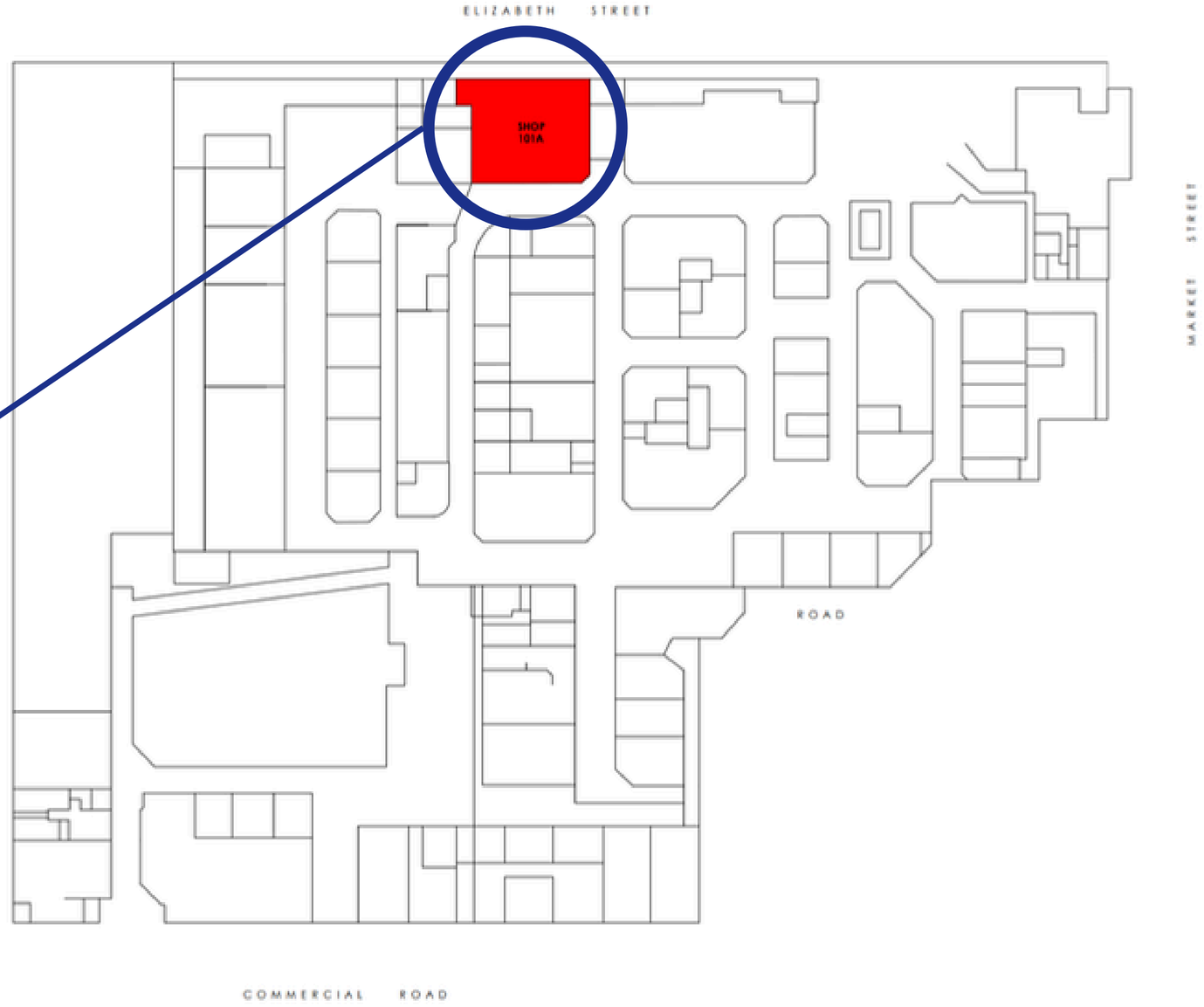
At Prahran Market, customers come looking for quality, provenance, and something worth the trip. This is where they'll find the thing to take home.





SHOP 101A + 101B + 101C - LOCATION

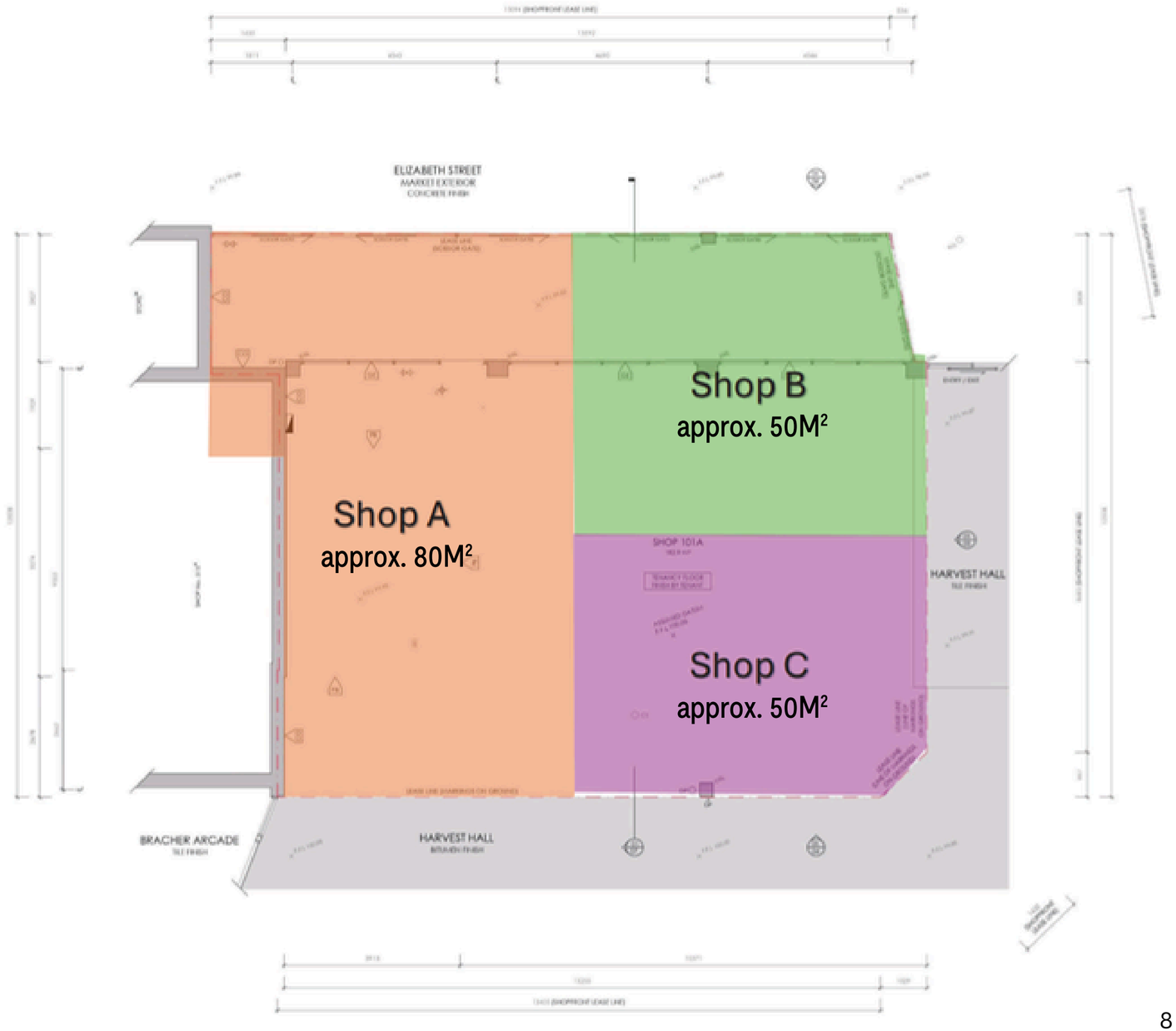
Shop 101A +
101B + 101C
Harvest Hall



01/01 LOCATION PLAN
Scale NTS

SHOP 101A + 101B + 101C - FLOORPLAN + SERVICES PROVISIONS

- Water
- Sewer connection
- Power - 3 Phase
- Additional services by negotiation



GET IN TOUCH

HEAD OF LEASING AND BUSINESS DEVELOPMENT
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PRAHRAN'S MARKET