

La Rius
STREET
FOOD

STALL APPLICATION



Do you have a dream of being a kitchen-entrepreneur?

Are you a true foodie, and can see yourself be part of our foodies-community keep on reading and mail us your application.

About Aarhus Street Food

Inspired by a family trip to Borough Market in 2014, Aarhus Street Food was founded by Britt Vorre and Thomas Bendtsen in august 2016, who believed that the good people of Aarhus would welcome such a initiative.

They were right - the people of Aarhus welcomed Aarhus Street Food more than anyone could imagine. Actually they welcomed it so much that each citizen in Aarhus visits the market 4,9 times per year which equals more than 1,3 million dining guests per year. That makes Aarhus Street Food the most successful food market in Denmark.

Non-profit rental

The vision for Aarhus Street Food is to create a entrepreneurial foodie-community, where foodies can establish and run their own kitchens for a very low cost.

All rental and running costs are shared between all stallholders, which creates a below market and non-profit rental community.

Core values

We have an overall vision for Aarhus Street Food which is to create not just a good food market, but a GREAT food market, why stallholders must live up to our core values to be considered for a stall in the Garage.

Quality

It's essential that the kitchen uses fresh ingredients and makes the food from scratch. We see quality as home-made food prepared on the spot of fresh ingredients and the absence of unnecessary semi-finished products.

Pricelevel

All kitchens must sell one or more filling dishes to 55 DKK, more expensive dishes can be served to. A side-order such as french fries or the like, is not considered a full meal. We expect a fair pricing that reflects the below market rental costs in the Garage.

Appearance

Aarhus Street Food emphasizes the authentic and original expression and design of the individual kitchen - and that the kitchen allows guests to see and smell the food being made.

Diversity

Aarhus Street Food is an original market with a wide variety of offerings - therefore, emphasis is placed on the originality of the kitchen, so that it differs from existing kitchens.

Owner driven kitchens

Aarhus Street Food is a foodie-community for entrepreneurs, why it's mandatory that the kitchen owners participate by being the primary driver in their own kitchen.



Application

Below you'll find the information needed to complete your application for a stall at Aarhus Street Food. Email the application with attachments to kitchen@aarhusstreetfood.com

You can send your application in danish or english.

1. Core values

We have an overall vision for Aarhus Street Food which is to create not just a good food market, but a GREAT food market, why stallholders must live up to our core values to be considered for a stall in the Garage.

<p>Quality - It is essential that the kitchen uses fresh ingredients and makes the food from scratch. We see quality as home-made food prepared on the spot of fresh ingredients and the absence of unnecessary semi-finished products.</p>	<p>Pricelevel - All kitchens must sell one or more filling dishes to 50 DKK, more expensive dishes can be served to. A side-order such as french fries or the like, is not considered a meal. We expect a fair pricing that reflects the below market rental costs in the Garage.</p>
<p>Appearance - Aarhus Street Food emphasizes the authentic and original expression and design of the individual kitchen - and that the kitchen allows guests to see and smell the food being made.</p>	<p>Diversity - Aarhus Street Food is an original market with a wide variety of offerings - therefore, emphasis is placed on the originality of the kitchen, so that it differs from existing kitchens.</p>

2. Contact information

Remember to give us all your contact details and not just your email address.

1. Kitchen/concept name	5. Postal Code and city and/or country (<i>if not living in Denmark</i>):
2. Full name of all owners, if more than one	6. Phone number:
3. VAT No (<i>if you have one</i>):	7. Email:
4. Address:	8. FB/Instagram (<i>if you have</i>)

3. About you

As in all relationships knowing something about each other is important, and our Foodie-community is no different.

1. Tell us what qualifies you to run a professional kitchen at Aarhus Street Food?	3. How will you develop your kitchen so that it stays attractive for our guests?
2. Why do you wanna open your own kitchen?	4. Are you alone or do you have any partners. Write the full name and contact information on all of your partners.

4. Description of concept

Describe your concept and the food with drawings, pictures, mood board etc. and make sure to attach it to the mail.

1. Menu with photos (<i>smartphone photos will do the trick</i>)	5. Expected production costs pr menu excl. VAT.
2. How do you cook the food?	6. The sales price incl. VAT.
3. Expected cooking time from order to delivery.	7. Ideas for future development of the menu, e.g. changes with season etc.
4. Describe which ingredients you use such as vegetables, meat, grain, rice, spices etc.	

5. Staff

Aarhus Street Food is a foodie-community for new entrepreneurs, why it's mandatory that the kitchen owners participate by being the primary driver in their own kitchen.

1. How many hours per week do you expect to be in your kitchen?	2. How many employees do you expect to hire? Full time / part time

Finance

The monthly rent is between kr. 2850 - kr. 4250 for a 8-15m² stall plus kr. 17.400 to cover the common costs such as cleaning, heating, renovation, events etc. - yup, 1,3 mill. eating guests per year demands a lot of cleaning.

That's a max of kr. 706 pr day.

Example of the amount to be paid upfront to Aarhus Street Food for a 10m² stall.

One time fee to partly cover fire sprinklers, electricity installation* etc.	10.000,00
3 month rent deposit	8.505,00
First month shared cost	17.400,00
First month rent	2.835,00
Sub total*	38.740,00
Vat	9.685,00
Total	48.425,00

* Aarhus Street Food provide 16 amp's electricity - amps needed above that is at your own expense. If you take over an existing kitchen, these expenses can vary.



Honest food

The food served at Aarhus Street Food must be of high quality, why the use of semi-finished products must only be used to a very limited extent. Are you a true foodie, you know what we mean (*hint: homemade food is what we want in the Garage*)

3 minutes from ordering to serving

It's not only the quality of the food that makes a Street Food kitchen a good business. The serving speed also has a significant role.

Therefore, you must aspire to keep a 3 min. max per serving, and preferably MUCH MUCH faster. A minimised menu of max 2-3 items will help you keep the fast serving times.

Location

We are located in the heart of Aarhus City in the old DSB bus-garage which you can see in this [Google-map link](#).

Marketing and Communication

The best marketing is high quality meals at affordable prices.....simple and effective.

Opening hours

You can see the opening hours [here](#).

Practical info

- You must bring own your container and build the kitchen yourself and place it on your stall - you are responsible for building your own kitchen as well as obtaining the necessary regulatory approvals.
 - If the stall you get appointed has an existing kitchen, it's possible that you can buy this from the previous tenant.
- All kitchens will have cold and hot water, and drainage provided near the kitchen. All kitchens are build different, so it's your responsibility to connect your kitchens drainage/water/electricity with the installations in Aarhus Street Food.
- Use of gas is allowed, there are some pretty strict regulations about gas installations. We have a main gas-line in the Garage.
- If your kitchen needs extraction it must obviously be through the walls/roof, and installed at your own expense.
- We have an industrial dishwasher environment for pots and pans.

****Questions not answered here will be answered in a personal interview****

WE'RE LOOKING FORWARD TO RECEIVING YOUR APPLICATION