

FOOD

HALLS

— OF EUROPE —

2024/25 EDITION

 CUSHMAN &
WAKEFIELD

WELCOME

to the world of Food Halls in 2024

From bustling city centres to quaint neighbourhoods, food halls have become the heartbeat of modern dining culture, offering an array of cuisines and a gathering place for communities.

Since our last report in 2017, food halls have gone from hidden gems to must-visit destinations, dotting the urban landscape across continents. The rise in food halls speaks volumes about their ability to adapt to changing consumer preferences, foster community engagement and redefine the concept of eating out.

In this report, we explore the food hall landscape in 2024 and delve into the latest trends, challenges and opportunities shaping this dynamic industry.

The table is set, so grab a seat, and join us on our culinary journey.

BON APPETIT!

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FOOD HALLS

A definition












THE TERM “FOOD HALL” IS STILL NOT UNIVERSALLY RECOGNISED ACROSS EUROPE, BUT THE FOCUS SHOULD BE ON THE UNDERLYING TREND: DIVERSE, FRESHLY-PREPARED AUTHENTIC FOOD AND DRINK ENJOYED COMMUNALLY.

The definition excludes open-air venues, those selling mainly unprepared food, and traditional shopping centre food courts.



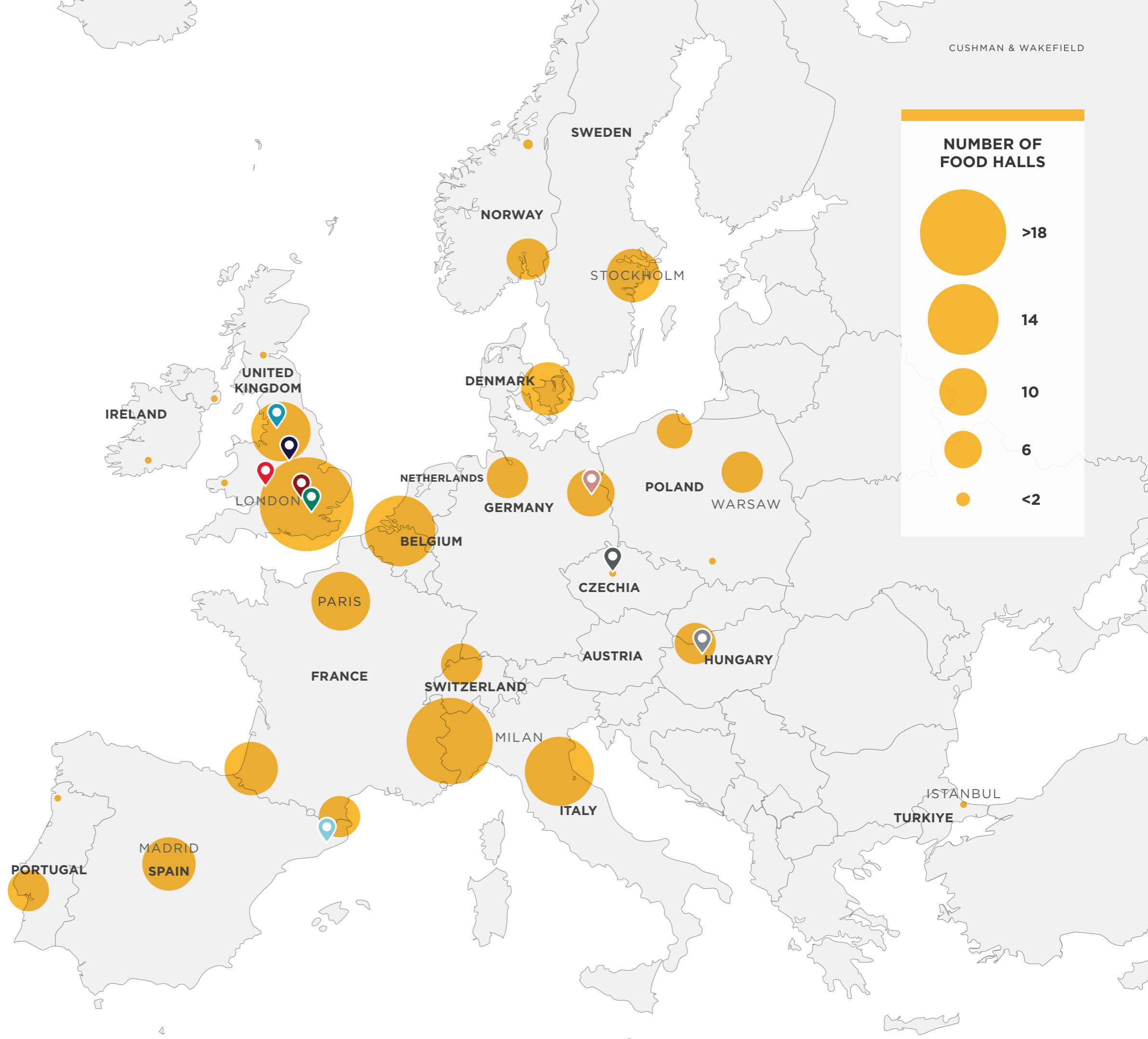
FOOD HALLS IN EUROPE

COMING SOON!

-  **BOXPARK, BIRMINGHAM**
-  **BOXPARK, BRISTOL**
-  **BOXPARK, LONDON (LIVERPOOL STREET)**
-  **KERB, BERLIN**
-  **MERCATO METROPOLITANO, LONDON (ILFORD)**
-  **SHIPYARD, MANCHESTER**
-  **TIME OUT MARKET, BARCELONA**
-  **TIME OUT MARKET, BUDAPEST**
-  **TIME OUT MARKET, PRAGUE**

OVER 135 FOOD HALLS ACROSS EUROPE

MORE THAN 10 IN THE PIPELINE



EMBRACING THE RISE OF EUROPEAN FOOD HALLS

A Taste of Authenticity and Social Connection



In today's rapidly evolving consumer landscape, where access to a wide array of products and services is readily available, the need for convenience and variety has become paramount. **Food halls are increasingly diversifying their offerings and have emerged as a perfect fit for the modern consumer.** They have evolved into social hubs, fostering an environment that encourages socialising and meaningful connections.

This shift towards a more social-centric approach has resulted in an **increased interest in food halls as a destination for leisure and gathering, rather than solely focusing on eating**, though food remains the centre of attention. Food halls offer a blend of choice and efficiency, distinct to the more rigid structure of traditional restaurants.

Whether it's enjoying a meal, a refreshing drink or engaging in conversation, food halls provide a flexible and versatile space that accommodates a variety of preferences, giving individuals the freedom to curate their own experience.

In Cushman & Wakefield's 2017 Food Halls of Europe report, food halls were rapidly gaining popularity. **Appealing to tourists, locals and office workers alike, it was noted how customers were seeking unique experiences, particularly driven by the younger, travel-savvy generation.**

Quality, authenticity and variety were paramount, with communal dining experiences adding to their allure. The report anticipated continued growth, with food halls increasingly repurposing buildings and integrating into wider developments.

Fast forward to today and these trends remain true – even withstanding a pandemic. COVID-19 underscored the importance of flexible social spaces, with consumers craving memorable experiences after prolonged periods of isolation.

Food halls, with their community-centric model, have excelled in meeting this demand. **Whilst lockdowns and unforeseen cost increases have meant that some food halls have had to make the tough decision to close their doors, the overall trend has been one of adaptability and growth.**

BEFORE FAST FOOD AND DRIVE-THRU TOOK OFF, INDEPENDENT RESTAURANTS WERE THE NORM AND A TRIP TO A NEW TOWN COULD OFTEN MEAN EXPERIENCING NEW RESTAURANTS RATHER THAN THE MORE COMMON FAST FOOD OR CHAIN COFFEE SHOP WE ARE MORE LIKELY TO FREQUENT IN THIS DAY AND AGE.

Food has now become hyper available and the majority of people can get almost any cuisine delivered to their door at almost any time. But once again the tables are turning as consumers are more eager to support smaller and local businesses. 66% of consumers express a desire to actively purchase more goods from small-scale enterprises*, particularly those with strong sustainability credentials**.

This movement reflects a deeper desire among consumers to align their purchasing power with their values, even in the midst of a cost-of-living crisis.

Consumers are increasingly discerning about where they spend their money; they want their purchases to resonate with meaning and purpose, and food halls resonate with this sentiment.

Modern consumers also crave choice and authenticity. With an abundance of options available at their fingertips, they seek out locations that offer a diverse array of high-quality food. This is where food halls shine. **These vibrant spaces not only provide a variety of culinary delights but also prioritise authenticity, locality and sustainability, placing social importance at their core.**

In essence, the continued rise of food halls encapsulates these shifting consumer behaviours. By offering an enticing blend of authenticity, sustainability and social connection, they serve as more than just dining destinations – they represent a cultural movement towards conscious consumerism.

It is anticipated that there will be a significant increase in food halls across Europe – and whilst certain countries have already experienced a boom – there are still countries where the concept remains relatively unexplored, presenting untapped opportunities for expansion.

*Startups Magazine, 2024 ** Foodservice Footprint, 2024



KEY TRENDS

- SOCIAL HUBS, FOSTERING AN ENVIRONMENT THAT ENCOURAGES SOCIALISING AND MEANINGFUL CONNECTIONS
- DESTINATIONS FOR LEISURE AND GATHERING
- BLEND OF CHOICE AND EFFICIENCY
- FLEXIBLE AND VERSATILE SPACE
- GOOD QUALITY, LOCAL, SUSTAINABLE AND ARTISANAL FOOD
- SERVING THE COMMUNITY
- BIG AND ICONIC SPACES, OFTEN HISTORICAL
- EVENTS AND MIXED-USE LEISURE SUCH AS COOKING CLASSES
- FOOD COMES FIRST, BUT ALSO A PLACE WHERE PEOPLE CAN SPEND THEIR FREE TIME
- ADAPTING TO POST-COVID CONSUMER TRENDS
- CREATING MEMORABLE EXPERIENCES THAT CONSUMERS CRAVE
- SUPPORTING SMALLER AND LOCAL BUSINESSES
- AUTHENTIC EXPERIENCES

THE EVOLUTION OF THE FOOD SECTOR



LIMITED CHOICE

Consumers once had limited choices and would select from what was available.

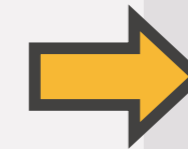
However, demand for restaurants began to increase.



WIDER CHOICE

The restaurant industry underwent a revolution, sparking a frenzy of franchising.

Major brands and chains became popular, operating on both national and global scales.



WIDER CHOICE BUT AUTHENTIC

Consumers now seek a wider but authentic selection, favouring establishments that provide unique options and align with ESG principles.

This trend presents a significant opportunity for food halls.

FOOD HALLS

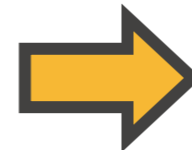
HOW DO THEY WORK?

OPERATING MODEL

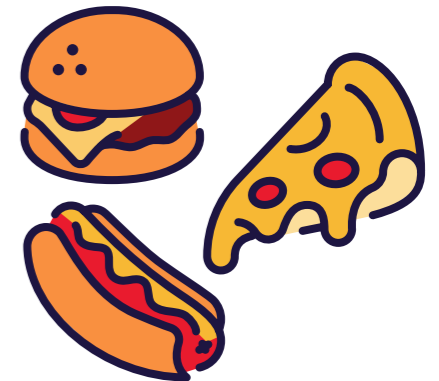
Typically, food hall operating models have 3 players; the landlord, the food hall operator and the traders. The typical lease length for operators is 10-15 years. Other operating models can be directly from landlord to kiosk, like Time Out Markets.



LANDLORD



FOOD HALL OPERATOR



KIOSK OPERATORS/ TRADERS

Can be independent operators or internally managed by the food hall operator. The latter makes it easier to manage costs and increase profitability.

THE OPERATOR IS RESPONSIBLE FOR:

- Letting to food traders or developing the concepts themselves.
- Bars, communal and leisure space, unless these are contracted out to a company.
- Management services including security, communal tables, for efficiency, some bigger food halls outsource some of their services such as cleaning and security.
- Creating the identity of the food hall, advertisement and media is the responsibility of the food hall operator.

FOOD HALLS

HOW DO THEY WORK?

KIOSK TRADERS

- Typically yearly contracts. Flexibility with pop-ups from 3 months to 1 year.
- Turnover rent options available. Traders usually pay a low base rent and agree on a gross revenue share, which tends to be inclusive of all costs (e.g. 20%-30%).
- Other costs may include service charge, electrical bills and staff wages.
- Food traders could be starting new or may have been operating for several years.
- Usually local and small businesses with authentic and good food. Sometimes bigger names are used to drive footfall.

FOOD OFFER

- Short-term leases between operators and vendors provide both parties with the flexibility to adapt. If a trader is not actively working, they can vacate the space, allowing for the possibility of replacing them with a better-suited trader.

While that unit may become vacant without the food trader, the food hall can still operate smoothly as all other aspects continue to run seamlessly. Meanwhile, the departing trader can explore other opportunities.

BAR

- Most bars are run by the operator. Sometimes the profits are shared.

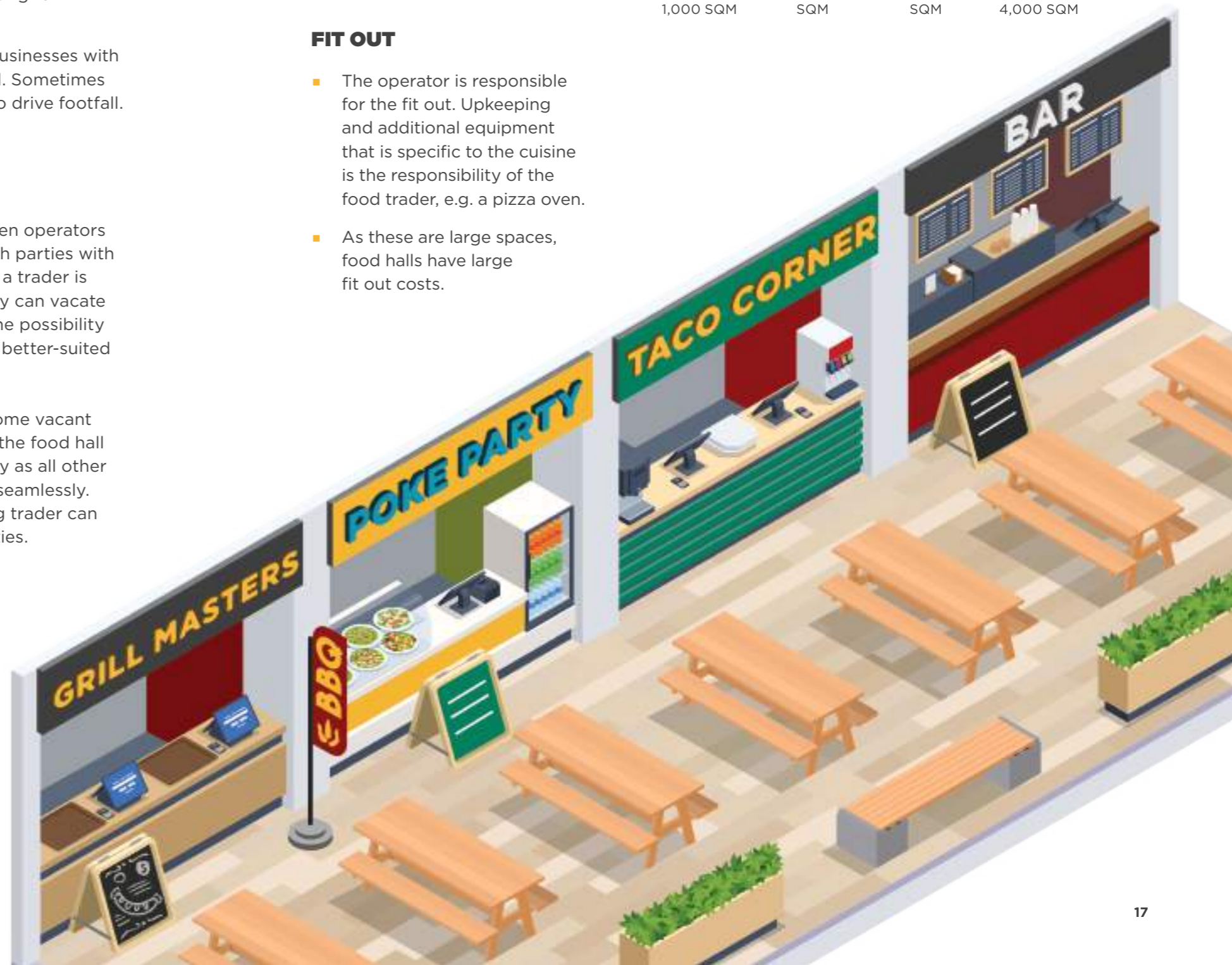
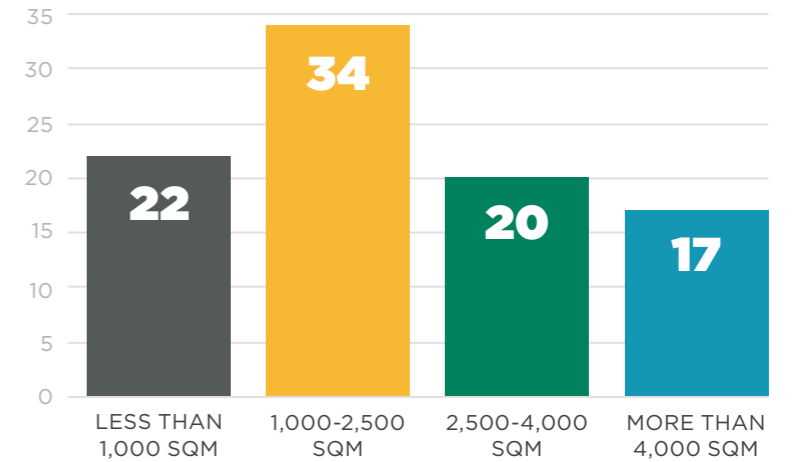
SIZE

- Large spaces required. A food hall can range from 300 - 10,000 sqm however the optimum is usually 3,000 sqm.
- Typical size range for each kiosk is 15 to 50 sqm.

FIT OUT

- The operator is responsible for the fit out. Upkeeping and additional equipment that is specific to the cuisine is the responsibility of the food trader, e.g. a pizza oven.
- As these are large spaces, food halls have large fit out costs.

COUNT OF EUROPEAN FOOD HALLS BY SQM



COUNTRY MARKET UPDATES



FRANCE

Food halls are continuing to do well in France, blending the charm of traditional markets with a modern twist and a strong emphasis on culinary and engaging events. One notable example is Gare du Sud, a former railway station which has been redeveloped into a 2,400 sqm food hall. Another example is Biltoki halls, which has established 9 gourmet markets across France.

Biltoki (Basque for “a place where people come together”) showcases the best independent local artisans of each town, offering visitors the option to enjoy a meal or purchase local produce. La Felicità, developed by the Big Mamma Group in 2017, introduced a unique approach to the food hall concept.

Under the guise of a food hall/ independent businesses, Big Mamma operates 8 kitchens and 3 bars across 4,500 sqm. Food Society, which has opened locations in La Part Dieu Shopping Centre (Lyon) and Montparnasse (Paris) entices customers with dynamic features like DJ sets and ongoing festival-style events.



GARE DU SUD, NICE

IRELAND

Ireland has a relatively untapped food hall scene. There has been a need for creativity and innovation in the search for diverse building types to accommodate food halls, due to its cities being relatively small in comparison to other European countries.

Cork Marina Market is currently the only food hall in Ireland, located in Cork’s oldest industrial area. It opened during 2020, drawing customers at the height of the pandemic as a safe place to go during restrictions with plenty of space and social distancing.



THE ENGLISH MARKET, CORK



ITALY

There is a strong emphasis on fresh and locally sourced ingredients, highlighting the country's culinary heritage. Offering a wide selection of fresh produce such as cheese and cured meats as well as non-food items like flowers, food halls in Italy are more oriented as markets attracting visitors who are looking for genuine products.

They appeal towards workers on their lunch break and residents looking to buy local produce as well as a large number of tourists who want to try authentic "made in Italy" food. Il Mercato Centrale



MERCATO CENTRALE,
FLORENCE

Centrale is a prominent player with a chain of food halls across Rome, Florence, Milan and Turin, which embraces the traditional market-based approach.

Il Mercato Centrale distinguishes itself by fostering a connection between art and gastronomy, collaborating with renowned artists such as Michelangelo Pistoletto, and making each market different and authentic to its city.



DENMARK

Following a surge of food hall openings in 2017, growth has slowed in more recent years. However, food halls continue to thrive by adapting their approach to better engage with their customers. The most recent opening in 2018, Bridge Street Kitchen, is situated in the historic Greenlandic Trade Square.

The food hall hosts events where guest chefs showcase their individual perspectives on food, as well as dine together experiences, where customers can gather around long tables set across the harbour, adding an extra dimension to the food hall experience.



REFFEN, COPENHAGEN



NORWAY

Food markets are a cultural tradition in Norway, which has paved the way for the arrival of food halls into the culinary landscape. Food halls cater to everyday customers looking to source fresh produce from small-scale vendors but are also increasingly becoming a vibrant social destination.

These spaces are growing to be more multi-functionality, open for customers to enjoy throughout the day and night. An example is Oslo Street Food, which operates as a food hall during the day and transforms into a nightclub in the evening.

Lager 11 is another food hall which not only offers food options but also hosts comedy stand-up nights, interactive quizzes and more.



MATHALLEN OSLO,
OSLO



BELGIUM

The presence of food halls in Belgium is gradually building. Food halls are not yet present within retail landscapes even though there is an increasingly noticeable trend of food courts in major shopping centres, such as City 2 in Brussels. Brussels hosts two prominent food halls: Wolf and Gari Maritime.

Wolf, which opened in 2019, occupies 2,600 sqm in an old bank in the city centre, features 17 food vendors, 2 bars and brews their own beer on site. Gari Maritime is located within a hub combining office and retail, along the canal in the city district of Tour & Taxis.



GARE MARITIME
FOOD MARKET,
BRUSSELS

Both food halls engage with customers via additional events such as speed dates, improv shows, yoga brunches and more. Belgium will soon introduce another prominent player, Eataly.

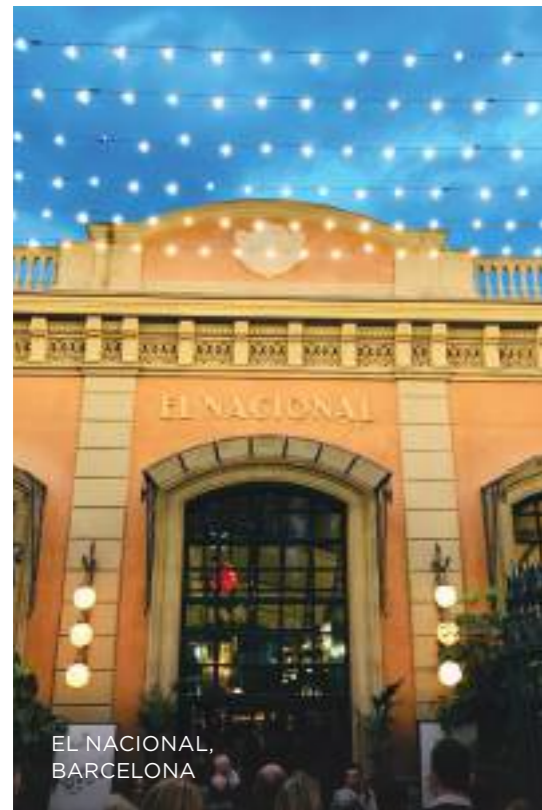
This upcoming food hall spanning 3,500 sqm, will be situated within The Dome, an ongoing redevelopment project that will transform Belgium's first department store into a multifunctional space comprising retail, restaurants, offices and a residential area.


SPAIN

Spain has a diverse mix of gourmet and market-style locations which are more traditional and offer quick in-and-out snack options. Recently Spain has seen an increase in upscale food halls such as El Nacional in Barcelona and Galeria Canalejas department store in Madrid.

The latter is a high-end, luxurious food hall which spans 4,000 sqm and is fully occupied with 30 bars and restaurants, featuring renowned and Michelin-starred chefs alongside informal street food vendors.

Spain is set to welcome Time Out Market Barcelona in 2024, which will be their 3rd food hall in Europe and will be situated in Maremagnum Shopping Centre within Port Vell. The market will house 14 kitchens, along with two outdoor and indoor bars and an event space, creating a vibrant and multifaceted culinary space.



EL NACIONAL,
BARCELONA


SLOVAKIA

The small number of food halls in Slovakia primarily cater to daytime consumers. Purpose-built or refurbished infrastructure food halls remain largely untapped and there is an opportunity to explore and evolve this concept further in the country.

Currently, Freshmarket in Bratislava offers fresh food and groceries on the ground floor, with food vendors and seating on the first floor. Additionally, Nivy Shopping Centre has a food hall which faces competition from office canteens and standard food courts where the average price range is relatively lower.



Recent increases in food costs have further put pressure on food halls, where prices are on average 20%-25% higher.

The recently opened Eurovea Shopping Centre has doubled its food offer space to 3,700 sqm, focusing on creating stylish and diverse kitchens and aiming to establish an inclusive atmosphere with features such as a children's play area, a social zone and an entertainment stage.


SWEDEN

Sweden has a small number of food halls, which are currently only present in Stockholm. Stockholm City Food Hall is a new innovative concept which recently launched on the ground floor of an office building.

This modern food hall caters to a diverse clientele, from busy office workers to tourists seeking more leisurely and sociable dining experiences.

Another location in Sweden's food hall landscape is Ostermalms Saluhall, which has long held its reputation as one of the best food halls in the country. A major renovation project was undertaken in 2020 which transformed the 1988 market into a more modern food hall concept which continues to attract a considerable number of visitors.



OSTERMALMS SALUHALL,
STOCKHOLM


TURKIYE

Turkiye boasts a rich culinary landscape with an abundance of street foods, large canteens, food courts and fresh food markets.

However, despite the popularity of these traditional food establishments, the concept of food halls has yet to flourish and there is considerable potential for the growth and development in this market.



TOGETHER FOOD HALL,
ISTANBUL

Existing food halls such as Together Food Hall and Eataly are typically located near shopping centres, which are central to Turkiye's retail landscape.

However, the idea of standalone food halls remains largely unexplored, presenting opportunities to repurpose historic buildings.


UNITED KINGDOM

The UK has experienced a significant expansion of food halls, with London typically being the experimental city. There is a notable trend towards creating engaging social environments where these modern food halls go beyond traditional dining and focus on providing a vibrant and interactive atmosphere for customers.

These offerings attract customers who are looking for a more relaxed social dining experience with space to accommodate larger groups for events such as birthdays, educational workshops and seasonal celebrations.

BOXPARK is a prominent example of a food hall and events destination, with live sport viewings, large event venue spaces, artist performances and fashion pop-ups.



Arcade is one of the newest food hall openings, situated in the recently-restored Battersea Power Station, London. Reviving the 'power station canteen' concept, Arcade offers 13 cuisines, two bars and 500 seats across 2,200 sqm. All ordering is done digitally, and service is to the table, making it more formal than most food halls.

More recently, Cambridge Street Collective (the largest purpose built food hall in Europe at 2,500 sqm) has opened in Sheffield as part of a community focused, council funded project in the city.


PORTUGAL

Time Out Market Lisbon continues to be one of the most popular and frequently visited attractions in Portugal, transcending its role from a place to eat to a key footfall driver, drawing visitors from various corners of the world.

Since COVID-19, several new restaurants have opened in the surrounding areas, transforming the location into a F&B destination. Following the success in Portugal, Porto now hosts the country's second Time Out Market which opened in May 2024.

Other markets in Portugal, such as Mercado do Bolhão, often emphasise the availability of fresh and high-quality products and mainly attract office workers and local residents.

Mercado do Bolhão underwent significant restoration and modernisation in 2022, now offering 79 stalls and additional restaurants on its top floor.



CZECH REPUBLIC

Manifesto market made its debut in 2021 and was well received, which has now led to the company's international expansion.

Manifesto had operated two locations Florenc and Smichov, which centered more around market-style setups rather than adopting the contemporary food hall concept, concentrating on regenerating the area they were located in.

Manifesto Anděl distinguishes itself as an open-air culinary haven, offering 17 independent vendors, 500 seats and organises cultural events such as workshops and exhibitions.



GERMANY

Germany's food hall scene is robust and dynamic, catering primarily to local customers during the day. A recent addition to this vibrant landscape is Manifesto, a unique venue that places a strong emphasis on socialising and events while offering a diverse range of slow and fast dining options.

Situated in The Playce shopping centre, Manifesto occupies 4,400 sqm in one of Berlin's busiest areas.



The food hall houses 22 restaurants and three bars, creating a lively atmosphere. Kerb is set to open its second food hall in Potsdamer Platz, Berlin, in 2024.

This 2,220 sqm converted IMAX Cinema will host 12 food operators and 4 bars. Kerb plans to extend its accelerator program to support and nurture local businesses, offering workshops, consultations and a digital training programme, empowering entrepreneurs and contributing to the growth of the local food scene.


POLAND

Poland has a lively food hall presence, enriched with history and complemented by a range of entertainment and retail options.

Among these there are Montownia Food halls, a former assembly plant for submarines and Browary Warszawskie, a historic brewery. Fabryka Norblina opened in 2021 as Warsaw's largest food hall, spanning 3,200 sqm, situated in a 2-hectare post-industrial architectural site within the Warsaw Wola district.

Soon to open is Oranzeria, Kabaty project by Echo Investment, a redevelopment initiative that will introduce a new glass-enclosed food hall in the Warsaw Kabaty district, promising even more culinary experiences for locals and tourists.



HALA KOSZYKI,
WARSAW


HUNGARY

Since 2017, the food hall market landscape has seen limited change. Market halls and food court concepts have a greater presence than food halls, and a modern operator is yet to enter Hungary.

Landlords are developing larger areas that may be able to accommodate food hall formats in the future but currently the food hall scene remains relatively unchanged.



GREAT MARKET HALL,
BUDAPEST

A notable closure was that of Downtown Market (Belvárosi Piac), which shut its doors due to challenges posed by the COVID-19 pandemic.

Amidst this, Great Market Hall stands out as one of the oldest and most expansive indoor markets in Europe dating back to 1897, which has market stalls on the ground floor and food vendors on the first floor.


SWITZERLAND

Food halls in Switzerland tend to rely on daytime footfall and typically feature a blend of market stalls, retail shops, workshops, and cultural venues including art spaces.

Im Viadukt food hall is an urban revitalisation project along Zurich's railroad viaduct, stretching 500 meters. At the heart lies a food hall occupying 680 sqm, complemented by an additional 150 sqm of outdoor space.

Visitors can explore the 16 food vendors along with artisan shops and cultural spaces, making it a destination for locals and tourists.



NETHERLANDS

Despite the modest number of new openings since 2017, the food hall scene in the Netherlands remains active. A recent addition is Market 33, featuring 12 vendors with an emphasis on hosting activities such as wine parties, jazz nights and other engaging events, making it a popular choice for those working and living nearby.



MARKTHAL,
ROTTERDAM

Beyond this, Foodhallen remains an established player in the food hall scene, operating across 3 locations in different cities. Alongside the food offering there are social events like beer pong, silent discos and live DJ performances as well as partnering with well-known brands like Heineken.

A VISIT TO

MERCATO METROPOLITANO

AFTER ATTENDING AN EVENT AT MAYFAIR MERCATO METROPOLITANO (MM) WHERE WE HAD THE PLEASURE OF LISTENING TO ANDREA RASCA, FOUNDER & CEO OF MM, WE GAINED SOME FASCINATING INSIGHTS INTO HIS JOURNEY.

The evening began with some delicious pizza, followed by his speech and more sushi. Andrea's culinary passion has been a driving force since the young age of 6, evolving from hosting small gatherings to orchestrating dinners for 500 people by the time he was 18.

Today, he's on a mission to spread the love of Italian culture across the globe, all while keeping it local, sustainable and artisanal. He doesn't want to just create a place where there is footfall, but create the footfall. With zero budget for advertising, he trusts the word of mouth, driven by great food and great values.

MM is an Italian-influenced food hall which runs various events and initiatives, such as The FarMM; a non-profit organisation that focuses on the importance of food for all, climate action and agroecological innovation. Initiatives include encouraging their trading partners to use locally sourced food, feeding over 500 children during the holidays and offering plant-based cooking classes.

By incorporating these aspects, **food halls transform into more than just places to eat, and become vibrant community hubs where people can gather, learn and connect**

- providing opportunities for visitors to participate in educational experiences, gain awareness about sustainability practices, celebrate traditions, and embrace cultural diversity.

MM's 'dreaMM' initiative allows a tenant to trade rent free for three months in order to discover and support new talent, ideas and projects. Participants also receive a free 1-2-1 consultation with the Mercato Metropolitan team as well as financial support to cover the costs associated with the pop-up.

MM strategically choose their venues, opting for iconic and large buildings to enhance the overall experience for guests. Their first venue in Elephant and Castle is built within an old paper factory, repurposing the space and breathing new life into an historic structure. **Sales in the first year reached £9 million and rose to £22 million the following year.**

Its Mayfair location is situated within a Grade 1 listed church that has been transformed into a cultural hub, attracting a 3+ hour queue when it first opened and exceeding predicted sales by over 150%.

After just three months of operating, the doors were forced to close due to the impact of COVID-19, but despite the challenges brought on by the pandemic and the downturn of office footfall in the Mayfair area, MM still manages to draw in substantial crowds.

MM will be opening in Ilford in Spring 2024. This venture will involve a **collaboration with the Redbridge Council and a focus on establishing the area's first sustainable community food hall**, constructed from repurposed shipping containers.

MM is looking to expand further in the UK as well as expanding globally to the **US, Germany, Portugal and Italy** over the next few years.

OPERATING MODEL

MM is a third-party food hall operator. The size of their food halls range from 600 - 4,000 sqm. They charge their food traders an entry fee of £5,000 to £10,000 as a contribution to their CapEx and a refundable deposit, equipment, fitting and materials are partially covered by MM. Additional to the entrance fees, there is an admin fee which covers business rates and operational costs, and commission as profit-sharing of 18% on gross sales of food and 5% on other sales. The profit-sharing fee covers the site rent.

For other businesses on site such as a gym they charge a fixed periodic license fee. MM property is split by food and beverage, leisure, farming & pop-up accommodation and co-working space. At their Ilford location, the ground floor will be food service and the roof will have a hydroponic farm.



INTERVIEW

KERB



SIMON MITCHELL
CEO of KERB Food

KERB is one of the originators of Street Food vending. What was your motivation to evolve into a bricks and mortar food hall?

The main driving force was security. When I joined in 2015, we ran lots of lunch markets (e.g. King's Cross, The Gherkin, West India Quay) and our longest contract - if we had one - was a year. We wanted more security and a permanent base. The second driving force was to have more control, and be able to do exactly what we wanted in our own space.

What does the business look like now?

The business is split in three. KERB Events runs event catering at venues such as the National Theatre, museums and sports stadia.

KERB Ventures runs the bricks and mortar food halls (i.e. the Seven Dials site, with more to follow) and during the pandemic we converted our markets, membership, coaching and work opportunity programmes into a not-for-profit social enterprise, KERB+.

Tell us more about KERB+

We engage with a network of impact partners such as homeless and refugee charities, to help people from disadvantaged backgrounds get into the hospitality business.

We offer work experience opportunities such as apprenticeships at the National Theatre, and we've launched the Streets Ahead programme with McCain, coaching street food entrepreneurs to start their own business. We've just granted £90,000 across ten businesses to help them start up in the food industry.

What is the InKERBator programme?

Every three months we take on 12 businesses and give them six weeks of classroom lessons - everything from marketing to finance, HR to health & safety. Once they graduate and become a KERB member, they have access to a range of events, markets and food halls where their business can flourish. All profits are reinvested back in to KERB+, along with a percentage of profits from our corporate entities, making KERB a full ecosystem.

You mention the KERB ecosystem - will a trader always go into a food market before a food hall?

Not necessarily. Some of our traders are still solely trading at KERB Street Food lunch markets 10+ years on! And sometimes we take brilliant independent businesses straight into Seven Dials, such as Bad Boy Pizza Society and Chai Guys.

What does KERB membership include?

Every member gets to apply to any Street Food market. All members also get to apply to KERB Events, and the client decides who to use. At Seven Dials, vendors get a one year license and a maximum tenancy of around 3 years. You may be surprised, but we ask vendors to leave when they become successful!

We want them to use Seven Dials market as an opportunity to showcase their brand, and use it as a launchpad to get investment/ find their own restaurant. There are many success stories, such as Club Mexicana which has 3 sites, and Truffle Burger which has grown to 5 restaurants since leaving.





INTERVIEW

KERB

Do you run a bar at Seven Dials?

Yes - the business model wouldn't stack up without it. We use it as an opportunity to promote local independent drinks brands such as East London Liquor Company, Gipsy Hill Brewery beer and Eko beer- one of the only black-owned breweries in the UK.

How did the pandemic affect KERB?

We opened Seven Dials in December 2019, so we only had a few months of trade before the pandemic! In terms of our vendors, we were very supportive - pausing rent and gradually phasing it back in. Post-pandemic, footfall has been growing exponentially; 30,000 people visit a week, and it's particularly busy in the evenings. KERB Street Food markets which feed office workers are down - we've had to close the Canary Wharf market at West India Quay as daytime footfall hasn't returned.

Is the Cost of Living having an impact?

With the rising cost of goods and the increase in the London Living Wage, we have allowed vendors to put their prices up. We have also put our drinks prices up to help pay for these changes. People are more careful about spending money and experiences are important. We class Seven Dials as an experience - a destination - and we're finding business to be more resilient than perhaps a chain restaurant would find.

What do you think is the key ingredient for a great Food hall?

Getting the space allocation right: the right amount and mix of vendors, and plenty of seats. Other markets have too many vendors and not enough seats, and struggle to make money. Authenticity is also really important. Consumers want to have an authentic experience from a local vendor - they feel more of a connection to that experience, than visiting a large chain for example. This is why we've been slow to grow because it's hard, you've got to get it right.



How is Seven Dials Market different to other food halls?

Our USP is that we have a constant supply of vendors because we help them start and grow their business as we move them through the KERB ecosystem. Some food halls turn into nightclubs but we use food to draw people in rather than entertainment. We have DJs on Thursday and Friday evenings but it's background music enhancing the mood. We also don't work with delivery companies as we're all about the experience of enjoying the food in the venue.

Will you evolve the food hall model for the future?

We are devising a few different concepts. A dream for us is to have a massive site with a brewery and a roastery within it. We have a concept called The Hive which would contain production kitchens etc. We are also considering a neighbourhood version of a KERB food hall - we need to ensure it would work within our model and would stack up financially.

What's next for KERB Ventures?

Our next owned site will be in Berlin, launching in 2025. We've partnered with Bite Club who are a Berlin-based KERB to help build the ecosystem like we have done in London. It will be local vendors, and we've partnered with a Berlin-based brewery to do our beer.

Earlier this year we opened a plant-forward food hall in Saluhall, San Francisco. We have a management agreement with Ingka Centres to curate, operate and manage the space and we have maintained our values - employing local scouts to find great local food, all staff are local and a local brewery is doing the beer.

There is also a cookery school which will have a huge social impact. It's exciting to be part of positive change for the community in San Francisco.

INTERVIEW

TIME OUT MARKET



CHRIS ÖHLUND
Time Out Group CEO



SANDY HAYEK
Time Out Market CEO

Tell us about your flagship, Time Out Market Lisbon?

Our flagship in Lisbon has been an incredible success story. It's celebrating its 10th anniversary, having opened its doors in May 2014 as the world's first food and cultural market based on editorial curation.

Over the years, we've witnessed continuous growth and development, establishing it as one of the city's most visited attractions and a true landmark. We've managed to adapt and evolve alongside the city itself, ensuring that Time Out Market Lisbon remains fresh and exciting. Despite being ten years old, Time Out Market Lisbon's performance continues to exceed pre-pandemic levels.

What makes Time Out Markets unique?

Time Out Market is about bringing the best of the city together under one roof – a carefully curated mix of the city's best chefs, drinks and cultural experiences.

But it's not just about establishing food halls and ensuring excellent curation at the local level. We also integrate our Markets with our media business.

This integration extends beyond providing media and editorial support, highlighting the best aspects of the city. It also involves exploring advertising opportunities within the Markets themselves.

Time Out Markets relies on Time Out local experts' insights into the food scene of cities and other metrics to identify best-in-class vendors for each city. Is it challenging to uphold these values?

Surprisingly, sticking to these values isn't difficult at all. Instead of trying to manage everything ourselves, we curate, invite and empower experts – a city's best chefs and restaurateurs – in their respective cuisines to showcase their talents.

While it might seem more efficient to run everything in-house, you can't be the expert in sushi, and pizza, and ramen – you end up being mediocre and the food doesn't stand out. Therefore, our focus is on supporting exceptional chefs and allowing them to shine, which ultimately elevates the quality of our offerings.

As Londoners, we are craving Time Out Market! When are you coming to the city?

In London, our absence there isn't due to a lack of interest but rather a strategic decision to ensure we secure the right location. Representing the essence of London in a single Market is a significant endeavour, and when we do venture into the London market, we want to ensure we do it justice.

We frequently receive inquiries from top chefs eager to join Time Out Market, often asking when we'll be expanding to London because they want to be part of the experience we offer.

INTERVIEW

TIME OUT MARKET

What does the operating model look like?

The operational model involves a percentage turnover deal with vendors, with Time Out Markets covering overhead costs such as rent and common area cost. The focus is on making our vendors' lives easier so they can concentrate on what they do best: their food. We aim to bring all operators up to the same standard regardless of their prior experience. An example in Dubai shows how a BBQ concept that was previously only a pop-up became hugely successful after joining Time Out Market, garnering substantial international exposure.

We facilitate this exposure through global campaigns and activations, enabling our chefs to travel to other Markets and collaborate with their counterparts. Our Time Out Media digital channels have a global monthly brand audience of 136 million across 333 cities in 59 countries – this provides our vendors with global visibility which drives awareness and Market footfall.

How do you manage the commercial aspects of Time Out Market?

We operate through Owned & Operated concepts as well as through management agreements, and the commercials can vary depending on the location. We believe we bring great value to our property partners and it's something we are dedicated to deliver against.

For example, in Cape Town, Time Out Market (opened in November 2023) received even before our official opening over 300 press articles, highlighting the significant value Time Out brings to any property developer due to its global recognition. We understand the expectations associated with our brand, and we are committed to meeting and surpassing them.

Could you elaborate on the value that Time Out brings to a Market?

Time Out Market transforms a location into a destination. Prior to the introduction of Time Out Market in Lisbon, the area lacked appeal.

Beyond providing added value for property developers and generating foot traffic, Time Out Market has had a profound impact on the local economy, creating approximately 1,500 direct and indirect jobs in the surrounding area and influencing the emergence of new retailers and shops. This trend is observed in other locations like Dubai and New York as well.

How did the COVID-19 pandemic impact your business?

Our Markets are more than just spaces; they're hubs for entrepreneurs and local brands. Without them, we essentially don't have Markets, so when we had to close it was a challenging time. Initially, there was uncertainty about the lasting effects of COVID-19 on people's willingness to go out, but we were surprised to find the opposite.

Convenience has become paramount; people don't want the hassle of booking, dressing up, or arranging transportation. Fortunately, most of our Markets are in highly accessible locations, catering to this new demand for socialising. People crave a sense of community, and food halls offer that.

While it took some time for our Markets to recover, the loyalty and relationships we've built with our chefs brought them back quickly. Today, our Markets are thriving with full occupancy.

Is there a minimum time frame required for a vendor to partner with Time Out Market?

Typically, our standard vendor duration is one year, and participation is by invitation only. However, there's flexibility in this arrangement. Sometimes, if it's mutually beneficial, we extend the partnership for another year.

If there's a rising demand for a particular chef or kitchen, we may opt to continue the partnership and provide support to further their growth.



Given the nature of rotation, how do you manage vendors' expectations?

Concessions are rotated regularly, sometimes due to performance, but often to make space for new and emerging concepts and to stay top of mind for visitors – ultimately we represent the best of the city and cities change so we need to reflect this to stay fresh and true to our brand.

Letting go of key concessions can be difficult, especially when they've grown significantly or the concept is no longer viable. When we identify concessions that may be rotating out, we maintain open communication and provide support for their transition, such as strong media coverage to publicise their next location.

INTERVIEW

TIME OUT MARKET



Is food the sole focus of a successful food hall?

A successful food hall offers much more than just food. If you only concentrate on the food aspect, you'll find yourself busy only during traditional meal times. To maximise the utilisation of space throughout the day, it's essential to offer a variety of experiences. Take Lisbon: you can start your day with breakfast, dine in the evening, participate in cooking classes, or even hit the dance floor or see a theatre show. Each market caters to the specific demands of its clientele. In New York we have people coming specifically for Salsa dancing, who might not even eat at the Market. We prioritise cultural activations to enhance the overall experience.

Has the Time Out Market design changed since Lisbon?

Our design is unique, featuring a main square communal seating arrangement that's challenging to operate but integral to our brand essence. This layout fosters a vibrant atmosphere where people can see and be seen, creating an unbeatable energy.

While we've maintained this core aspect, the design evolves with each city and Market. For example, in Lisbon, we introduced a co-working space four years ago to accommodate the city's tech nomad community. Similarly, our other Markets adapt based on the city's needs, with features like co-working spaces, chef demo kitchens, clubs, stages for comedy, or retail areas.

How does Time Out Market maintain its uniqueness across different locations?

While we are one of the few global food halls and we offer the same promise of bringing the best of the city together under one roof in each Time Out Market, we understand the importance of embracing local culture in each location so it's not a uniform experience. The key to this is to empower our local teams in each Market who create the experience, activations and entertainment, working closely with our Time Out editorial team who really are on the pulse of a city and understand trends and what people enjoy in the city.

This is something only a Time Out Market can offer as we combine the experience of running these operations with the unmatched hyper-local insights of our Time Out editors into the best of the city right now – Markets and Media work as one team which makes us strong and unique.

Is there an ideal size or number of kitchens for a food hall?

For Time Out Market, the optimal size is typically around 3,250 sqm, with approximately 15 kitchens. This configuration strikes a perfect balance; it offers a diverse and interesting selection of cuisines while still maintaining focus. This setup allows us to reflect the essence of the city while ensuring manageability.

What does the future hold for Time Out Market?

We're embarking on an exciting journey of expansion and diversification, given that the food hall trend and demand continues to grow.

In addition to our flagship model which focuses on prime locations in the world's top cities, we've introduced two new size formats: a smaller format for locations in up-and-coming neighbourhoods, and a format targeting travel hubs such as airports and train stations.

Each concept serves a unique purpose; the flagships represent the best of the city, the neighbourhood format highlights the best of the neighbourhood, and the transit concept offers a quick in-and-out experience in busy environments showcasing the best of Time Out Market globally.

We're currently stronger than ever, with numerous projects in the pipeline and our Porto Market opened in early May 2024. It's an incredibly exciting time for us to expand, grow, and diversify. Looking ahead five years, we envision our young sites evolving into landmarks, while our new sites become thriving successes.



INTERVIEW

MANIFESTO



MARTIN BARRY
Founder and CEO
of Manifesto Market

What led you to setting up Manifesto?

I spent most of my career as an architect, as well as having a successful events, media and not-for-profit background – all aimed at helping municipalities and developers create better, more sustainable places in cities. I initially wanted to use my skills to create, develop and finance a new project as a developer and landlord.

I enjoyed visiting dozens of food halls and markets particularly across the US (Barry is originally from New York) and spotted that there was an opportunity to develop this into a more formalised night market experience which I felt was lacking across Europe.

How did you find your first site?

Back in 2017 the food hall concept was not so well known in Central and Eastern Europe and landlords were sceptical. We found a brownfield site in Prague – an unused area of the city centre. I developed the site from the ground-up and opened in 2018.

My knowledge in the property sector helped us open quickly and within 6-9 months we were on-site and trading. Initially we did the investment and marketing and in 2019 we started taking over food hall and bar operations.

We now have 3 sites in Prague, we moved internationally into Berlin in 2023 and opened a second Berlin site in 2024.

Why did you choose to partner with third parties to operate to begin with, and what were the pros and cons?

We knew how to do the development and marketing, but we felt there were people who knew how to run the food and drink space better than we did, so that's why we entered management agreements and lease contracts. We quickly realised that with the right people we could do a lot of the operations in-house so we gradually started hiring from the F&B sector in early 2020.

It was difficult to recruit as the market was saturated, everyone was happy in their jobs and being paid well. Then in March 2020 the pandemic hit and reset the market. We doubled-down on this opportunity.

How did the pandemic affect business?

We utilized the pandemic to access the F&B labour market. In mid-2020 we hired 50 bar tenders, bar backs and restaurant managers in the space of 45 days. We had to learn very quickly how to operate these places!

The smartest decision we ever made was to take on the day-to-day operations of the food hall and bar business, and that's when Manifesto transformed from a real estate company to a hospitality group.

INTERVIEW

MANIFESTO



What does the operating model look like now?

We do licensing or sub-leasing for the restaurants and we operate everything else. We tend to choose operators opening their second or third restaurant, who have the experience to hit the ground running. That said, we also offer entrepreneurs at least one space in each market. In terms of fit-out, we design and build the shell space and interior design.

We provide extraction, sinks etc then there is a 2-3 month window when we hand over to the operator to finish the kitchen to their spec. In relation to our terms with operators, we have a dynamic model, and we also have protection in case there is a downturn in footfall. We're an extremely good operator of bars and we have an events team that produces really fun and engaging entertainment a few nights per week. In 2023 we organized over 300 events.

You mentioned earlier that landlords were sceptical of the food hall concept. Has this changed?

It still varies by region and scale of the landlord. In Prague, no commercial landlords have experience with food halls, so they don't understand how to think about it commercially. Food halls actually benefit landlords more than the operators, due to placemaking.

Our landlord in Berlin, Brookfield, has experience in food halls including Hudson Eats in New York which is a very successful scheme. They recognise how food halls are a benefit and amenity for their building and can provide more upside when leasing their other spaces.

Is financing one of the biggest challenges?

Yes! It's a challenging model. Food halls are big spaces to fit out which eats up CapEx quickly. Our Prague site is 3,000 sqm and Berlin is 4,500 sqm. Our Berlin site is over two floors meaning the ventilation and back of house spaces are nearly doubled.

The cash requirements for OpEx are also significant; staff required to cover huge spaces comprises a lot of our cost. To utilise some of the space we are starting to integrate some competitive socialising on the first floor, primarily for corporate events as we are growing this part of the business.

How do you create an interesting and unique food hall at each site?

The curation of interesting independent restaurants is critical. For instance in Berlin I don't think you can find 22 high quality restaurants within such a small vicinity that are as good as the ones we picked. I don't recommend a two-floor food hall but if you do, you need differentiation on the first floor.

We did this in Berlin, creating a collection of some of the best Asian restaurants and they are actually some of our best performers, as there is a diverse Asian community that comes to eat with us in Potsdamer Platz. Having an intimate knowledge of food and what the customer wants is really important.

Do you run the bar?

We allow vendors to sell alcohol to a limit but we do the primary bar operations ourselves.

Do you do live events?

We have a big marketing and events budget which we think is essential to keep the place exciting and active. In Prague and Berlin we do events at least three nights a week.

It's exciting and keeps people in the venue longer. We may extend this to do ticketed events at some point in the future.

What about dark kitchens?

During the pandemic we transitioned very quickly and launched several dark kitchen concepts in Prague, but since then demand has substantially fallen off. It only accounts for around 5-10% of revenue with little profitability so we aren't looking to expand this.

Are you more of a lunch or evening destination?

We are more of an evening venue at heart in Prague with a more balanced trading in Berlin. It's probably a bit too expensive for lunch on a daily basis so we target the evening market. 70% of our customers come after 5pm in Prague, 55% in Berlin, and guests typically stay for 2-3 hours.



INTERVIEW

MANIFESTO**It's clear that you use data and insight - how do you harness this information to support the business?**

We spend lots of time on the data, to try to understand as much as we can about how the guest is spending their time and money within the markets, and what they want. In Prague, 44% of our customers return month on month.

It's about 33% in Berlin already, but we are on pace to reach 40% this year, and we can only do that by understanding the customer better. It's the kind of analysis that many independent restaurants don't have the time, energy or desire to deal with, so we come in with free consultancy to help our restaurant partners perform better.

It's exciting when we talk to vendors about the data and how we're going to use our custom business intelligence dashboards to help them - it's a whole new world for them. For example, if they aren't capturing the footfall we help them change their menus, work on their presentation and design etc.

What is the future for food halls?

The food hall business is in desperate need of scalable operations. There's probably around 250 food halls, around 100 in the pipeline, but only 3 or 4 operators have more than one location, and only 2 or 3 are in more than one city. I think there is a big opportunity for a multi-national operator as there are plenty of cities across mainland Europe which are lacking this type of experience.

There is also a big opportunity in mergers & acquisitions, as there are plenty of good food halls that aren't operated that well. Community food halls outside prime, gateway cities will be the biggest area of growth and continentally I believe Asia and South America have the biggest potential, but also require an experienced operator with a rock-solid Standard Operating Procedures, training academy and tech stack. That's where we see ourselves adding value in the years to come.

What is the future for Manifesto?

We are looking at one site per year for the next few years then maybe bigger expansion. We have two sites lined up and lots of options for our pipeline beyond 2025/26. We'll start rolling out our other hospitality concepts, such as our independent bars including Himitsu, a Japanese speakeasy concept which opened in Potsdamer Platz in December 2023, and our other bar brand Soot Bary will roll out in 2025.

We will develop adjacent hospitality businesses once we achieve significant scale in food halls and bars, but that's ten years down the line. We are opportunity-led but also realize that we want to build a thoughtful capital stack and ensure the teams are ready for scale, so we'll be careful with how we expand.

APAC TRENDS

ASIA IS WELL KNOWN FOR ITS STREET FOOD, PROVIDING POPULAR LOCAL DISHES FOR RESIDENTS AND TOURISTS ALIKE.

This concept is often used in western food halls in an attempt to replicate the authentic charm that these establishments provide and create an interesting mix of cuisines.

Countries which have incorporated western culture into their own, including South Korea and Japan, have seen a large number of food hall concepts. They largely stick to their roots and include more local options, with an occasional nod to more western food choices like burgers and pizza. Despite often being found in shopping centres or within skyscrapers to provide for office workers, these concepts are still clearly separate from food courts which host a variety of chains.



The other key difference is the idea that these food halls are a destination in themselves, to socialise with friends or game in the attached arcade, people are looking for new experiences constantly and food halls can provide this flexibility. The pre-pandemic buzz around food halls in Australia has not stuck.

There are some concepts in trendier areas, particularly Melbourne, but these are particularly focused in new developments to cater to office workers and are less likely to include an additional entertainment element. The focus in Australia is more on the fresh produce and more general market destinations.

US TRENDS

US FOOD HALL TRENDS REFLECT THOSE IN EUROPE WITH THE NUMBER OF LOCATIONS INCREASING EVERY YEAR AND TIME OUT MARKET CHOOSING THE US TO OPEN IT'S FIRST FOOD HALL OUTSIDE OF EUROPE.

Food courts with multiple chain operators are still popular in the US and drive-thru establishments are booming so food halls need to provide a good reason for people to make the journey.

Food halls that have been less successful include those which are workforce dependent and have been affected by the increase in remote working post-pandemic.

Food halls vary in size and location and the US is seeing a significant increase within secondary and neighbourhood locations.

This has resulted in the average size of food halls decreasing in the US, however larger concepts are still popular in cities as they provide more than just something to eat but a place to socialise along with a host of other activities.

The US has also seen food halls pop up in more obscure places including casinos where they are replacing traditional buffet style dining to attract a younger customer to these establishments.

A similar trend is happening in shopping centres where a food court is the norm, a food hall is attracting customers from online into store.



WHAT IF?**THE FOOD-VERSE****IMAGINE STEPPING INTO A VIRTUAL FOOD HALL IN THE METAVERSE, WHERE CULINARY WONDERS FROM AROUND THE GLOBE ARE JUST A CLICK AWAY.**

This digital dining experience combines the thrill of exploring diverse cuisines with the convenience of modern technology. In this immersive virtual space, you can wander through various themed sections, each representing different culinary traditions. With lifelike graphics and interactive features, you can watch chefs prepare dishes in real-time, learn about the origins of ingredients, and even customise your own meals.

The food hall in the metaverse isn't just about food; it's a vibrant social hub. Here, you can meet friends, join cooking classes, attend food festivals, and participate in tasting events, all from the comfort of your home. The food hall in the metaverse transforms dining into a dynamic and interactive experience, blending the joys of culinary exploration with the limitless possibilities of virtual reality.

We spoke to Rosemary and Ben at BADASS Studios to get an insight into the field and how this may develop.

**KRAVER'S CANTEEN**

A cloud kitchen operator for dark kitchens has launched Kra-Verse. A virtual food hall that combines ordering online with the metaverse, for your avatar to roam around, play games, talk to staff and place your order to get food delivered to your door.

**SUBLIMOTION**

A futuristic restaurant, located in Ibiza's Hard Rock Hotel, operating a mixed reality, futuristic and luxurious VR food experience. Creating a show, turning the gourmet meal into a story with choreography and illusions driven by technology.

**ONE RARE**

The first food metaverse game for global food and beverage brands such as Pappa Johns and Maggi. Collaborations with celebrity chefs, iconic restaurants and popular cooking shows, One Rare is an immersive gaming experience.

INTERVIEW

BADASS STUDIOS

BEN DOUGLAS
Founder of BADASS Studios



ROSEMARY LOKHORST
Producer and
CEO BADASS Studios

How are brands using mixed reality?

Brands are leveraging the virtual world for advertising, which is more cost-effective than traditional TV ads and offers interactive experiences, such as virtually trying products. In the food sector, customers can learn about the origins, ingredients, and preparation of dishes, fostering a deeper, longer-lasting connection with the brand. This trend includes participation from major chains like McDonald's to renowned 3 Michelin Star chefs.

How do you see food hall concepts working with the Metaverse?

The Metaverse is an arena to show much more information about food; where it comes from, food preparation, is it ethically sourced, what is the environmental impact. We are seeing a lot more interest from young people regarding these aspects.

How can food halls harness the virtual world?

There are some food halls already working in Roadblocks and Fortnite for example. There is an opportunity for food halls to have entertaining spaces in the real world, to deliver not just a product, but an experience. This can also enable food halls to bring in new customers who maybe don't have the option to visit in person, but still want to learn about what's going on in that location. It is very important to make it as interactive, entertaining, and educational as possible which will really appeal to young people (who have a notoriously short attention span!)

KEY TRENDS AND THE FUTURE OF FOOD HALLS



KEY TRENDS

ALTHOUGH THERE IS NO UNIVERSAL MODEL FOR FOOD HALLS AND EACH ONE IS DIVERSE IN SIZE, LOCATION TYPE, OPERATORS AND EVENTS TAKING PLACE, THE INTERNAL WORKINGS ARE THE SAME.

A successful food hall is one where food is quality and a priority. A food hall should draw from the unique characteristics of its location: its history, the architecture and culture.

This authenticity can transform a food hall from a location to a landmark, attracting footfall and playing a pivotal role in place-making. Property owners recognise that food halls can help improve an area by bringing life into a location, extending from just being a culinary experience.

Location is key and there needs to be sufficient footfall to support all day dining, seven days a week.



FOOD HALLS ARE NOW A WELL-LOVED CONCEPT ACROSS EUROPE.

While the classic food-centric model is still popular and successful, there is a new era of food halls emerging; multi-use spaces with events such as cooking classes or competitive socialising becoming commonplace, along with larger events and collaborations. We expect to see this trend continue with people still seeking experiences and looking to treat themselves after the pandemic and amidst a cost-of-living crisis globally.

Food halls can also set themselves apart by having features including breweries and roasteries or in house abilities for growing crops. **It is crucial that these activities reflect the city's needs and keep the space active at all hours of the day and night.**

Bars have been particularly successful and are often a lifeline to the operator as profit margins are tight. **The food hall model is naturally flexible and has the ability to cater to an ever-changing customer.**

After speaking to some of the key players in the market, Time Out Market, Kerb and Manifesto, it is clear that expansion is still high on their agenda.

This will include the well-known food hall experience but we can also expect to see some new formats in the future such as transport hubs tapping into travellers looking for a tasty meal that isn't the usual suspects, and neighbourhood locations to please the increasing number of consumers shopping locally.

These concepts are attractive to landlords and operators alike and can often bring a new lease of life to a building or area. Food halls have a unique standpoint, providing a space for people to eat and socialise while catering to everyone's preferences, whether that be vegan burgers or a craving for pasta.

These spaces will continue to develop from their foody beginnings to more social destinations and the flexibility of the operating model allows for this to continue and keep bringing people back whether that be a mixed reality experience or a simple slice of pizza.



FUTURE TRENDS

- MULTI-USE, FLEXIBLE SPACES
- LARGER EVENTS AND COLLABORATIONS
- IN-HOUSE BREWERIES, ROASTERIES AND CROP FARMS
- FOCUS ON LOCAL
- EXPANSION INTO NEW MARKETS
- ENHANCED CUSTOMER EXPERIENCE
- NEW FORMATS: TRANSPORT HUBS AND NEIGHBOURHOOD VENUES
- MIXED-REALITY EXPERIENCES

BELGIUM**DE VLEESHALLE**

Mechelen
14 traders
1,100 sqm
2019
www.devleeshalle.be/

GARI MARITIME

Brussels
11 traders
2,500 sqm
2021
www.garemaritime-foodmarket.be/

HAL 16

Gent
5 Traders
2023
www.hal16.be/

WOLF

Brussels
19 traders
2,600 sqm
2019
www.wolf.be/

CZECH REPUBLIC**MANIFESTO MARKET ANDEL**

Prague
15 traders
2,600 sqm
2021
www.manifestomarket.com/

DENMARK**AARHUS STREET FOOD**

Copenhagen
32 Traders
2016
www.aarhusstreetfood.com/dk/

BANEGAARDEN

Copenhagen
5 Traders
2020
www.banegaarden.com/

REFFEN - COPENHAGEN STREET FOOD

Copenhagen
41 Traders
6,000 sqm
2014
www.reffen.dk/en/

STORMS PAKHUS - ODENSE STREET FOOD

Copenhagen
24 Traders
3,000 sqm
2017
www.stormspakhus.dk/en/

BROENS STREET FOOD

Copenhagen
15 Traders
2018
www.broensstreetfood.dk/

TIVOLI FOOD HALL

Copenhagen
16 Traders
850 sqm
2017
www.tivoli.dk/

TORVEHALLERNE

Copenhagen
60+ Traders
7,000 sqm
2011
www.torvehallernekbh.dk/

VÆRFTETS MADMARKED

Helsingør
14 Traders
2017
www.vaerftetsmadmarked.dk/

FRANCE**EATALY**

Paris
4 Traders
2,400 sqm
2019
www.eataly.fr/

FOOD SOCIETY

Paris
13 Traders
3,500 sqm
2022
www.foodsociety.fr/

FOOD SOCIETY

Lyon
12 Traders
3,000 sqm
2022
www.foodsociety.fr

FOOD TRABOULE

Lyon
12 Traders
660 sqm
2019
www.foodtraboule.com/en/home/

BILTOKI - HALLE DE TOULON

Toulon
8 Traders
2021
www.biltoki.com/en/halles/hallestoulon/

BILTOKI - HALLES AGRIVIN

Rouen
25 Traders
2022
www.eataly.fr/

BILTOKI - HALLES DE BACALAN

Bordeaux
20 Traders
950 sqm
2017
www.biltoki.com/en/halles/bacalan/

BILTOKI - HALLES DE MAILLERIE

Lille
2021
www.biltoki.com/en/halles/hallesmaillerie/

BILTOKI - HALLES DE TALENCE

Talence
15 Traders
850 sqm
2018
www.biltoki.com/en/halles/hallestalence/

BILTOKI - HALLES DES 5 CANTONS

Anglet
25 Traders
1,000 sqm
2015
www.biltoki.com/en/halles/halles5cantons/

BILTOKI - HALLES D'ISSY

Paris
16 Traders
1,000 sqm
2022
www.biltoki.com/en/halles/hallesissy/

BILTOKI - HALLES MAZERAT

Saint- Etienne
17 Traders
1,200 sqm
2021
www.biltoki.com/en/halles/hallesmazerat/

FRANCE**HALLES DU LEZ**

Montpellier
40 Traders
2,800 sqm
2019
www.hallesdulez.com/

HEAT

Lyon
600 sqm
2019
www.h-eat.eu/en/

KITCHEN MARKET

Lille
18 Traders
2,700 sqm
2020
www.kitchenmarketlille.fr/

LA BOCA FOODCOURT

Bordeaux
15 Traders
2018
www.labocafoodcourt.eu/

LA COMMUNE

Lyon
11 Traders
2,000 sqm
2018
www.lacommune.co/

LA FELICITA

Paris
9 Traders
4,500 sqm
2018
www.lafelicita.fr/

LE MARCHÉ DES ENFANTS ROUGES

Paris
8 Traders
300 sqm
2000

LA GARE DU SUD

Nice
2,400 sqm
2018

GERMANY**ARMINIUSMARKTHALLE**

Berlin
16 Traders
1,600 sqm
1891, 2010
www.arminiusmarkthalle.com/

KERB

Berlin
12 Traders
2,200
Coming Soon
www.kerbfood.com/

MANIFESTO MARKET

Berlin
22 Traders
4,400 sqm
2023
www.manifestomarket.com/

MARKT HALLE NEUN

Berlin
14 Traders
2,850 sqm
1891, 2011
www.markthalleneun.de/

MARKTHALLE ACHT

Bremen
16 Traders
1,200 sqm
www.markthalleacht.de/

MARKTHALLE FREIBURG

Freiburg
16 Traders
800 sqm
1985, 2006
www.markthalle-freiburg.de/

MARKTHALLE HANNOVER

Hannover
48 Traders
4,000 sqm
1892, 1954
www.markthalle-in-hannover.de/

MARKTHALLE TEGEL

Berlin
19 Traders
1901, 2021
www.gorkistrasse.de/markthalle-tegel/markthallenstaende

HUNGARY**CENTRALE**

Budapest
14 traders
2,000sqm
Coming Soon
www.centrale.hu

TIMEOUT MARKET BUDAPEST

Budapest
18 Traders
2,320 sqm
Coming Soon
www.timeoutmarket.com/

IRELAND**MARINA MARKET**

Cork
35 Traders
2020
www.marinamarket.ie/

ITALY**EATALY BOLOGNA**

Bologna
3 Traders
www.eataly.net/

EATALY FLORENCE

3 Traders
2,500 sqm
www.eataly.net/

EATALY GENOVA

Genoa
4 Traders
2,000 sqm
www.eataly.net/

EATALY MILAN SMERALDO

Milan
5,000 sqm
7 Traders
www.eataly.net/

EATALY MONTICELLO D'ALBA

Monticello d'Alba
3 Traders
www.eataly.net/

EATALY PIACENZA

Piacenza
2 Traders
www.eataly.net/

EATALY PINEROLO (TURIN)

Pinerolo (Turin)
4 Traders
www.eataly.net/

EATALY ROMA

Rome
8 Traders
www.eataly.net/

ITALY**EATALY TORINO LAGRANCE**

Turin
3 Traders
1,000 sqm
www.eataly.net/

EATALY TRIESTE

Trieste
4 Traders
3,000 sqm
www.eataly.net/

EATALY TORINO LINGOTTO

Torino
11,000 sqm
2007
www.eataly.net/

EATALY VERONA

Verona
4 Traders
11,200 sqm
www.eataly.net/

IL MERCATO CENTRALE FIRENZE

Florence
2014
www.mercatocentrale.it/

MERCATO CENTRALE ROMA

Rome
16 Traders
1,900 sqm
2016
www.eataly.net/

IL MERCATO CENTRALE TORINO

Turin
4,500 sqm
2019
www.mercatocentrale.it/

IL MERCATO CENTRALE TORINO

Milan
5,000 sqm
2022
www.mercatocentrale.it/

NETHERLANDS**DE MARKTHAL**

Rotterdam
83 Traders
2,000 sqm
2014
www.markthal.nl/

DOWN TOWN GOURMET MARKET

Eindhoven
21 Traders
820 sqm
2017
www.downtowngourmetmarket.com/

FOOD HALLEN

Amsterdam
19 Traders
1,300 sqm
2014
www.foodhallen.nl/

FOOD HALLEN

Rotterdam
12 Traders
2018
www.foodhallen.nl/

FOOD HALLEN

Hague
7 Traders
2019
www.foodhallen.nl/

GOURMET MARKET CENTRAL STATION

Tilburg
16 Traders
2021
www.gourmetmarket.nl/centralstation/

MARKET 33

Amsterdam
9 Traders
2016
www.market33.nl/

NORWAY**BARCODE STREETFOOD**

Oslo
14 Traders
2022
www.barcode-streetfood.no/

LAGER 11

Trondheim
12 Traders
2020
www.lager11.no/en/

MATHALLEN

Oslo
30 Traders
4,400 sqm
2012
www.mathallenoslo.no/

OLSO STREET FOOD

Oslo
14 Traders
550 sqm
www.oslo-streetfood.no/

VIA VILLAGE

Oslo
9 Traders
2022
www.viavillage.no/

POLAND**BROWARY WARSZAWSKIE**

Warsaw
11 Traders
2021
1,500 sqm
www.browarywarszawskie.com.pl/

DOKI - MONTOWNIA

Gdańsk
20 Traders
2,000 sqm
1940, 2023
www.montowniafoodhall.pl/

ELEKTROWNIA POWISLE

Warsaw
22 Traders
2020
www.elektrowniapowisle.com/food-hall-i-bary/

FABRYKA NORBLINA

Warsaw
23 Traders
2021
3,200 sqm
www.fabrykanorblina.pl/en

HALA KOSZYKI

Warsaw
22 Traders
1908, 2016
www.koszyki.com/

POLAND**HALA LIPOWA**

Kraków
5 Traders
600 sqm
2020
www.halalipowa.pl/

STACJA FOOD HALL

Gdańsk
18 Traders
1,870 sqm
www.koszyki.com/

PORTUGAL**MERCADO DE ALGÉS**

Lisbon
15 Traders
2,240 sqm
2015
www.mercadodealges.pt/

MERCADO DE CAMPO DE OURIQUE

Lisbon
16 Traders
4,000 sqm
2013

MERCADO DO BOM SUCESSO

Porto
50 Traders
2,560 sqm
2013
www.mercadobomsucesso.pt/

TIMEOUT MARKET LISBON

Lisbon
41 Traders
3,000 sqm
2014
www.timeoutmarket.com/

TIME OUT PORTO

Porto
14 Traders
2,000 sqm
2024
www.timeoutmarket.com/

SLOVAKIA**FRESHMARKET**

Bratislava
11 Traders
4,100 sqm
2016
www.freshmarket.sk/

SPAIN**EL NACIONAL**

Barcelona
4 Traders
2,600 sqm
2014
www.elnacionalbcn.com

GALERÍA CANALEJAS

Madrid
11 Traders
4,000 sqm
2021
www.galeriacanalejas.com

MERCADO DE LA RIBERA

Bilbao
10,000 sqm
2009

MERCADO DE SAN ILDEFONSO

Madrid
15 Traders
700 sqm
2014
www.elnacionalbcn.com

MERCADO VICTORIA

Córdoba
19 Traders
2013
www.mercadovictoria.com/

MERCADO DE SANT MIGUEL

Pl. de Sant Miguel, s/n
28005 Madrid
www.mercadodesanmiguel.es/en/

PLATEA

Madrid
21 Traders
6,000 sqm
2014
www.plateamadrid.com/

TIMEOUT BARCELONA

Barcelona
14 Traders
5,250 sqm
Coming Soon

SWEDEN**EATALY STOCKHOLM**

Stockholm
3,000 sqm
2018
www.eataly.se/

K-25

Stockholm
11 Traders
720 sqm
2013
<https://k25.nu/>

KUNGSHALLEN

Stockholm
9 Traders
1995
www.kungshallen.eu/

ÖSTERMALMS SALUHALL

Stockholm
18 Traders
6,000 sqm
1888, 2020
www.ostermalmshallen.se/

STHLM CITY FOOD HALL

Stockholm
8 Traders
400 sqm
2023
www.cityfoodhall.se/

SWITZERLAND**IM VIADUKT**

Zurich
15 Traders
680 sqm
2010
www.im-viadukt.ch/

MARKTHALLE BASEL

Basel
35 Traders
1,060 sqm
2011
www.altemarkthalle.ch/

TURKEY**TOGETHER FOOD HALL**

Istanbul
10 Traders

UK**ALRINCHAM MARKET HOUSE**

Alrincham
6 Traders
2014

UK**ARCADE - FOOD THEATRE**

London
1,160 sqm
12 Traders
2019
www.arcadefoodhall.com/

ARCADE - BATTERSEA POWER STATION

London
14 Traders
2,230 sqm
2023
www.arcadefoodhall.com/

ASIA ASIA FOOD HALL

Birmingham
6 Traders
2018
www.asiaasiafoodhall.com/

BALTIC MARKET

Liverpool
9 Traders
www.balticmarket.co.uk/

BANG BANG ORIENTAL

London
22 Traders
2017
www.bangbangoriental.com/

BONNIE & WILD

Edinburgh
15 Traders
2021
www.bonnieandwildmarket.com/

BOXPARK

London - Croydon
23 Traders
2011
www.boxpark.co.uk/

BOXPARK

London - Shoreditch
32 Traders
2016
www.boxpark.co.uk/

BOXPARK

London - Wembley
25 Traders
2018
www.boxpark.co.uk/

BOXPARK

Birmingham
14 Traders
1,600 sqm
Opening Soon
www.boxpark.co.uk/

BOXPARK

Bristol
Opening Soon
www.boxpark.co.uk/

BOXPARK

Liverpool
8 Traders
1,950 sqm
2024
www.boxpark.co.uk/

BOXPARK

London - Liverpool Street
16 Traders
1,580 sqm
Opening soon
www.boxpark.co.uk/

CAMBRIDGE STREET COLLECTIVE

Sheffield
20 Traders
2,500 sqm
2024
www.cambridgestreetcollective.com/

COMMON MARKET

Belfast
www.boxpark.co.uk/

CULTERY WORKS

Sheffield
12 Traders
2018
www.cutleryworks.co.uk/

DOCKSIDE DINING CLUB

Liverpool
2018

FEAST AT THE MILLS

Wigan
7 Traders
2023
www.feastatthemills.co.uk/

FLAT IRON SQUARE

London
13 Traders
2016
www.flatironsquare.co.uk/

FREIGHT ISLAND

Manchester
18 Traders
5,100 sqm
2020
www.escapetofreightisland.com/

HWB

Pembrokeshire
4 Traders
2021
www.hwbnarberth.com/

KERB - SEVEN DIALS MARKET

London
2019
www.sevendialsmarket.com/

KOMMUNE

Sheffield
14 Traders
www.kommune.co.uk/

MACKIE MAYOR

Manchester
2017

MARKET HALLS

London - Canary Wharf
7 Traders
2018
www.markethalls.co.uk/

MARKET HALLS

London - Victoria
8 Traders
2019
www.markethalls.co.uk/

MARKET HALLS

London - West End
12 Traders
2019
www.markethalls.co.uk/

MARKET HALLS

London - Vauxhall
12 Traders
2022
www.markethalls.co.uk/

MERCATO METROPOLITANO

London - Elephant & Castle
39 Traders
2016
www.mercatometropolitano.com/

FOOD HALLS ACROSS EUROPE
DIRECTORY

UK

MERCATO METROPOLITANO

London - Ilford
(The Circus)
Opening Soon
www.mercatometropolitano.com/

MERCATO METROPOLITANO

London - Mayfair
11 Traders
2019
www.mercatometropolitano.com/

MARKET HALLS

London - Canary Wharf
7 Traders
2018
www.markethalls.co.uk/

NEW CENTURY

Manchester
6 Traders
2021
www.newcenturymcr.com/

POP BRIXTON

London
14 Traders
2015
www.popbrixton.org/

SHELTER HALL

Brighton
9 Traders
2021
www.shelterhall.co.uk/

SHIPYARD

Manchester
2,730 SQM
Coming soon

SOCIETY

Manchester
6 Traders
740 sqm
2021
www.societymanchester.com/

SPARK

York
14 Traders
www.sparkyork.org/

THE FOOD PIT

Durham
7 Traders
3,500 sqm
2019
www.thefoodpit.co.uk/

THE GPO

Liverpool
11 Traders
2021
www.the-gpo.co.uk/

THE KITCHENS AT OLD SPITALFIELDS MARKET

London
8 Traders
2017
www.oldspitalfieldsmarket.com/



CONTACTS



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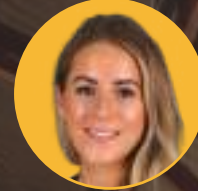
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