



SECTION 01

General standards

Stall presentation

All market stalls must comply with the minimum **branding standards** as outlined below

Stall name

- A printed sign communicating the name of the business must be clearly visible within each market stall

Stall branding

- We encourage all stallholders to clearly and professionally communicate their brand within their stalls to full potential
- We encourage stallholders to deliver a professional brand image incorporating, logo's signage, ticketing, product and stall presentation



Staff presentation

Mindil offers our customers an overall experience. This overall experience is not just based on the products we offer, it is also heavily influenced by stallholder and staff presentation as we are all the face of the market. For this reason it is important for all representatives of our market to be neat, professional and well presented at all times.

Uniforms

- Food Stalls are to have a stall uniform – This can consist of aprons, hats and/or shirts
- All MBSMA staff will wear a uniform on site

General Standards

- All staff of MBSMA and stallholders are required to ensure they are well groomed, clean & hygienic
- All food staff are required to follow all food handling regulations (<https://nt.gov.au/industry/hospitality/food-safety-and-regulations/information-for-food-handlers>)



GENERAL STANDARDS

Branding examples



Poor branding standards



Missed branding opportunities



Poor brand communication



Missed brand messaging



Inconsistent branding



Successful branding standards



Clear brand communication



Own your brand



Know your business



Stall presentation

All market stalls must comply with the minimum **stall presentation standards** as outlined below

Table covers

- All trestle tables, card tables etc. must be covered to the ground on at least three sides – back may be left open for access to products, seating etc.
- Table covers must to be in good condition, clean and undamaged
- There are to be no wheels or table legs exposed
- It is recommended that food stallholders use Flame Retardant covers as required

Excess stock

- All excess stock must be out of visible site of the customer
- All excess stock must be covered

GENERAL STANDARDS

Stall presentation examples



Poor presentation standards



Excess stock visible



Lack of table covers and professional category signage



Successful presentation standards



Professional presentation standards

GENERAL STANDARDS

Product presentation

All market stalls must comply with the minimum **product presentation recommendations** as outlined below

Stall presentation

- Establish a stall theme
- Tell a visual story
- Keep it simple
- Uncluttered
- Don't overfill, less is best
- Easy access
- Re-fill constantly

Product display

- Plan stall layout
- Eye-catching
- Create interest
- Incorporate professional ticketing and signage
- Utilise props
- Incorporate display techniques



GENERAL STANDARDS

Product presentation examples



Poor product presentation standards



Lack of visual appeal



Missed sales opportunity



Lack of visual merchandise plan



Missed visual appeal opportunity



Successful product presentation standards



Tell a visual story



Enhance your brand



Utilise props



Use cuisine-centric display ware



Establish a stall theme

Signage and ticketing

All market stalls must comply with the minimum **signage and ticketing standards** as outlined below

Signage & Ticketing

- No spelling mistakes
- Clean, undamaged and in good condition
- Preferably printed, not handwritten
- Appropriate sized holders are to be used where required
- All acrylic holders are to be undamaged and clean
- Menu boards are to be undamaged, clean and in good condition
- Signage boards are to be positioned as not to be a trip hazard
- To be positioned right way up
- Appropriate sized holders are to be used where required
- Easy to read
- Consistent ticketing throughout stall



GENERAL STANDARDS

Signage examples



Poor signage standards



Poor signage standard



Missed menu offer opportunity



Successful signage standards



GENERAL STANDARDS

Ticketing examples



Poor ticketing standards



Ticketing upside down



Handwritten tickets



Ticketing covered over



Successful ticketing standards



Professional ticketing



Easy to read pricing



Consistent ticketing

Packaging

All market stalls must comply with the [environmental policy for packaging](#) as outlined below

Environmental policy

- Stallholders are encouraged to supply biodegradable containers to customers when providing food and any packaging for the sale of goods.
- MBSMA has a no plastic bags policy, **the supply of any plastic bags (including freezer bags) to customers is strictly prohibited**

Non compliant packaging standards



Successful packaging standards

