



## REQUEST FOR PROPOSALS

*Fresh Food Fight - a search for the next great grocer or fresh food concept at Reading Terminal*

**Proposal Deadline:** Friday, May 17, 2019

**Submission Info:** Email a written proposal that follows the format outlined below and addresses the required criteria to [info@readingterminalmarket.org](mailto:info@readingterminalmarket.org)

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### Details:

The Reading Terminal Market is seeking proposals for a new, creative fresh food concept for a full-time merchant and hopes to garner some great submissions by hosting a competition-style event open to the public.

### Format and Requirements:

Each pitch should outline the following:

- The fresh food concept (if possible, please attach photos or other supporting documents)
- Equipment and space requirements
- Relevant background experience of the applicant
- Explanation of what makes the concept unique for Reading Terminal Market, specifically

When drafting a proposal, please keep in mind the following criteria. *It cannot be stressed enough that **the Market will NOT consider any prepared food proposals (e.g. foods cooked on-site to be sold in a restaurant style concept)**. Please do not submit a proposal that is for a prepared food concept or hybrid prepared food and fresh food concept.*

1. How true is the concept to fresh food?
2. How distinguishable is the concept from what already exists at RTM?
3. How distinguishable is the concept from what already exists in Philadelphia?
4. Business plan feasibility
5. Must be owner-operated (the owner should be physically on-site at the Reading Terminal and actively involved in the Market community)
6. Bonus points for visual appeal (i.e. Will the product be made or processed on-site? Is there an engaging, visual aspect to the presentation of the food?)
7. NO prepared foods
8. NO hybrids (fresh food and prepared food combos)

**Selection Process:**

Interested applicants should send their proposal to [info@readingterminalmarket.org](mailto:info@readingterminalmarket.org). Submissions will be pre-screened based on the above criteria and semi-finalists will be selected. The Market will accept written questions submitted by April 26 (COB) and will circulate answers to applicants, via email, no later than May 3.

Semi-finalists will be invited to present to a panel of judges at a weekday, lunchtime event at Reading Terminal Market. The event will be open to the public and media. Upon selection for the in-person event, semi-finalists should be prepared to further explain and, if possible, demonstrate their concept to the panel of five judges.

The finalist(s) chosen by the judges will be recommended for evaluation by the Reading Terminal Market Corporation Leasing Committee and, upon approval by the committee, will then be announced. The Market will provide a discretionary cash prize of up to \$10,000 to be used towards fit out costs for a merchant that is chosen as a winner and enters into a successful negotiation with the RTMC Leasing Committee for a leased space at Reading Terminal Market.

*Please note:* Applicants that are selected as semi-finalists and/or finalists are not guaranteed a lease, license, or other vested right to vend at the Reading Terminal Market. Being selected as a semi-finalist or finalist is an invitation to discuss vending opportunities with the RTMC Board.

**Timeline:**

Submissions Open – Monday, April 8, 2019

Written question submission date – Friday, April 26, 2019

Answer circulation date – Friday, May 3, 2019

Submissions Close – Friday, May 17, 2019

Semi-Finalists Announced – Friday, May 24, 2019

Judging Event at Reading Terminal Market – Date TBD (likely early June)

*Please note:* The judging event will take place at Reading Terminal Market during lunchtime on a week day. The event will be open to the public and members of the media, however neither will be involved in the judging process.

**About Reading Terminal Market:**

One of America's largest and oldest public markets, the Reading Terminal Market serves as a public trust providing a venue for independent local businesses to showcase the Philadelphia region's culinary bounty and cultural diversity. Housed since 1892 in a National Historic Landmark building, the Market offers an incredible selection of farm fresh produce, meats and poultry, plus the finest seafood, cheeses, baked goods, confections, flowers, kitchenware, cookbooks, jewelry and crafts. The Market is managed by a not-for-profit management company as a tenant of the Pennsylvania Convention Center Authority, which has owned the historic Reading Terminal since 1990. In 2014, the American Planning Association named Reading Terminal Market as one of the 10 Great Public Spaces in America.