



Origins Market is a vibrant community hub celebrating all that the region offers: our makers, producers and growers all produce their product in Western Australia.

Are you looking for:

- Dedicated space for direct to consumer tastings, beer education and storytelling
- An additional revenue stream with sales at full Recommended Retail Price (RRP)
- Direct access to the booming South West Beer Culture & Ale Trails
- Cross-promotion opportunities, such as mixed cases, food matching and events
- Increased brand exposure
- Larger market share in growth segments such as baby boomers and females
- Promotion in digital campaigns focusing on intrastate, interstate and international markets
- An opportunity to launch or grow your member database and online shop
- Relationships with Tourism WA, regional tourism associations and other key stakeholders
- Benefits from association with high profile events, such as Cabin Fever Festival



The Urban Cellar Door & Brewery

A unique beer, cider, wine and spirits tasting hall where customers get to try before they buy. This is the only Urban Cellar Door available in Busselton and the only cellar door precinct in the South West region that is open Friday and Saturday evenings. With no tasting fees levied on visitors, Origins offers a distinct point of difference in the brewery and cellar door industry. Events and activations throughout the year are fully supported by Origins Market in-house events and marketing team. Stall holders operate in a farmers market environment and are responsible for their own liquor license.

🕒 TRADING DAYS

Origins Market is open four days per week
Thursday to Sunday 8.30am – 6pm

Friday and Saturday for Origins by Night 6pm – 9pm

The Urban Cellar Door & Brewery Vendors trade until 7.30pm on Friday and Saturdays but opening before 10am is not possible due to licensing laws.

The onsite tavern, operated by Homestead Brewery trades until 9pm Friday and Saturday. Opportunities to pour beer by the glass may be available for you to negotiate direct with the tavern operator.

Is Your Brewery a Good Fit?

We are seeking a small group of WA breweries who want exposure to the South West Region's Craft Beer culture in our premium tourism and retail destination. This innovative Urban Cellar Door model is a first of its kind in Western Australia. The co-operative will enable breweries to better collaborate and cross-promote their beer, reaching a wider audience together whilst at the same time keeping staff costs to a minimum – think a third of the cost of a traditional retail outlet. Each brewery will have the ability to showcase their brand whilst operating under shared messaging such as the WA Brewers Association "Drink West, Drink Best" tagline and Paddock to Pint.

SPACE	Ranging from 3 to 25 sqm.
MARKET LOCATION	Based in the Urban Cellar Door.
TYPE OF BUSINESS	Suitable for regional wines, breweries, distilleries.
TRADE	Stall is manned as a collective. Staffed by business owners on a shared roster or a staff member employed by the collective with shared labour cost.

We're creating a co-op of WA breweries that are interested in amplifying their market presence through tastings and direct to consumer sales. If you'd like an opportunity to find out more, get in touch today. Once expressions of interest are established we will work with the group to establish the WA Brewers Tasting Bar.



How Origins Market Helps Your Business

VISITATION AND MARKETING

Marketing campaigns, partnerships, sponsorships of regional events as well as a calendar of in-house events and activations are all designed to attract the intrastate, interstate and international markets. Visitation has increased steadily since opening with an average of 9,000 visitors per week, aiming to grow to 15,000 in the next two years.

Follow us on socials to see how we support our stall holders and attract visitation via events.

@originsmarket

VISITOR FACILITIES

The market provides and maintains the following facilities on your behalf: plenty of parking, toilets, parenting room, plants, accessible toilets, rubbish collection and recycling, communal seating and tables and an indoor playground.

We also have a team of cleaners who maintain the building to pristine standards. All the above is provided at no cost to you.

SET UP

Whilst Vendors are responsible for the cost of their fit out, the team at Origins Market will work with you to establish your stall. This includes guidance on design and fit out, signage, sourcing contractors and point of sale set up. The fit out can be done to suit your budget and length of commitment.

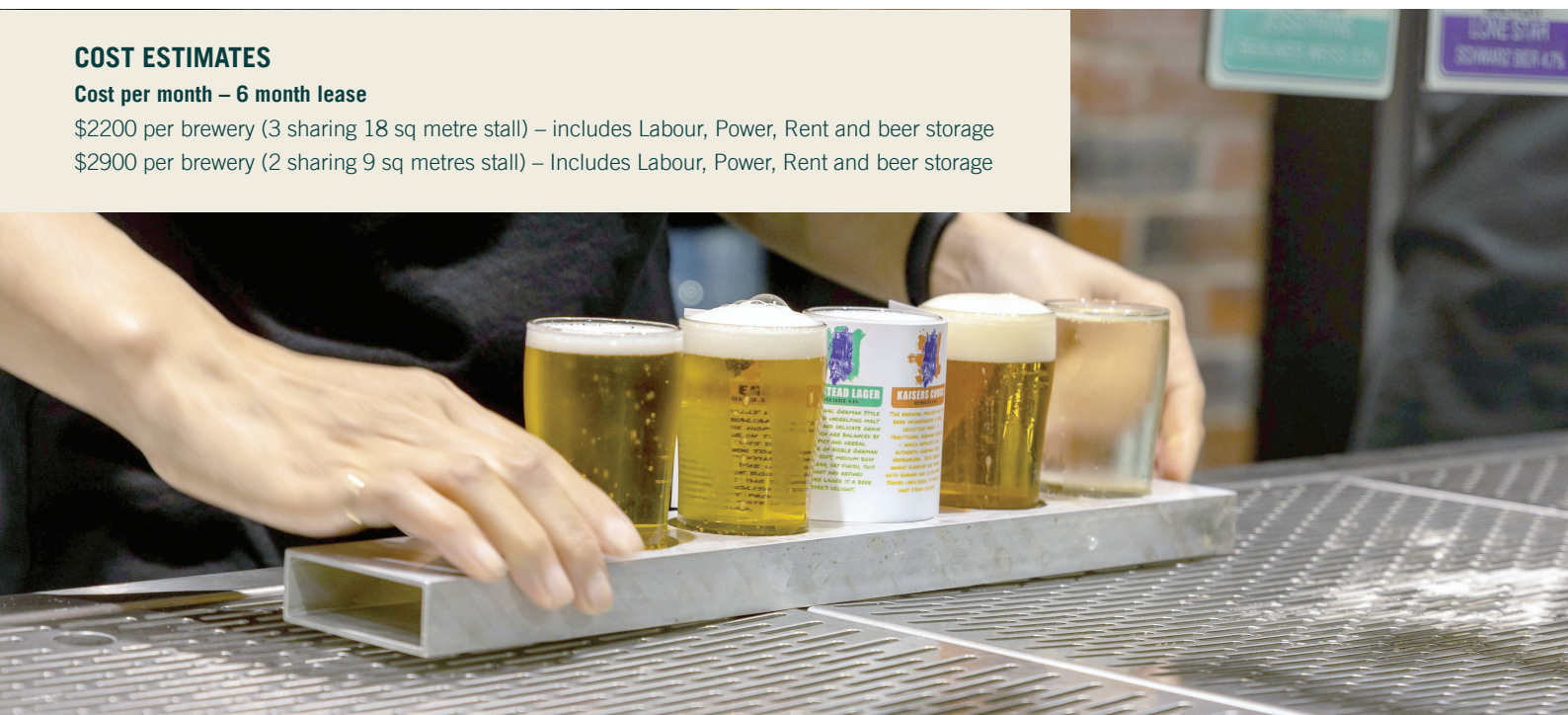
Increase awareness of your brand, grow your member database, and sell stock in a tourism and retail environment without the overheads of a full shop front.

COST ESTIMATES

Cost per month – 6 month lease

\$2200 per brewery (3 sharing 18 sq metre stall) – includes Labour, Power, Rent and beer storage

\$2900 per brewery (2 sharing 9 sq metres stall) – Includes Labour, Power, Rent and beer storage



Find out more



 Visit us

Origins Market
86 West St, Busselton WA 6280

 Follow us!

originsmarket.com.au

   @originsmarket