

Frequently Asked Questions

Last Updated February 2018

Our mission at the Food Hall Company is to create culinary and entertainment destinations in local communities to benefit aspiring restaurateurs, real estate developers, and the most influential consumers alike. We strive to identify the big ideas that highlight the latest culinary trends, designs, and service styles. We bring them to life using our imaginations, experiences and passion for restaurants. Wherever we operate, our food halls answer the question, "Where can I find the best _____ in town?"

What exactly is a food hall?

Inspired by concepts in Europe, food halls have become one of the hottest national dining trends. They bring together a collection of local chefs and restaurateurs, each of whom has his or her own small food stall and cooks right in front of guests creating a kind of food theater. Local chefs and restaurateurs get to expand their brand with a lower investment up front, while consumers reap the benefits of having so many unique and artisanal foods to choose from all in one place.

Food halls have existed in Europe for hundreds of years and over the last few years have crossed the pond to the US. It is an influence that we see growing and being more popular each year. Some of the more notable ones are: Ferry Terminal and The Hall in San Francisco, Grand Central Market in Los Angeles, The Public Market in Milwaukee, Reading Terminal in Philadelphia, and Chelsea Market and Gotham Market in NYC. These places and others have set a high bar for food hall offerings and are now being joined by more recent developments like Latinicity in Chicago, Oxbow Market in Napa Valley, Ponce City Market and Krog Market in Atlanta and many other smaller markets like St. Roch Market in New Orleans. These markets become part of the culture of their neighborhoods, reflecting the food trends regionally and drawing from vast areas – essentially becoming part of the tourist attraction draw in their areas.

Who is behind this project?

The Nashville Food Hall is managed by the Food Hall Company LLC, a leader in creating innovative European-style food halls which are today among the most in-demand dining destinations in the nation. It is a subsidiary of Front Burner Restaurants LLC based in Dallas, TX. Since 1994 Front Burner has created and managed over 14 trend-setting restaurants including Mexican Sugar, Whiskey Cake, The Ranch at Las Colinas, Ida Claire, Velvet Taco, The Keeper, Haywire and Sixty Vines. We currently operate 100+ highly successful restaurant locations nationwide and in 2017 we launched [Legacy Hall](#) in Plano, Texas, a close suburb of Dallas, to critical raves and commercial success.

What is The Nashville Food Hall comprised of?

Architecturally, the Food Hall will span nearly 100,000 square feet on multiple levels of the transformative Fifth + Broadway development at the heart of the city. The unparalleled venue is equal parts food hall, beer garden, craft brewery, and live music and entertainment destination. The multi-story 100,000 square foot space will contain over 30 artisanal food stalls run by local chefs and aspiring restaurateurs that provide the very best in food theater, showcasing the sights, smells, sounds, and tastes of an array of international cuisines made in open kitchens where the art of cooking is on display.

Multiple craft cocktail bars, a natural wine bar, and a full-fledged craft brewery at the top of the hall will offer guests the perfect pairing of food and drink. The rooftop entertainment venue holding 1,500 guests will feature local musical artists nearly every day. Uniquely poised for success, the project neighbors some of the top concert venues in the world, including the famous Ryman Auditorium and Bridgestone Arena, as well as Broadway's Honky Tonks.

Where is the Food Hall located?

The new Food Hall is the anchor tenant of the \$400 million Fifth + Broadway development slated to open in 2020 at the site of the former Nashville Convention Center.

Fifth + Broadway is a mixed-use development featuring a contemporary 34-story residential tower, a 25-story Class-A office tower, 235,000 square feet of walkable shops and restaurants, a renovated conference center, the National Museum of African American Music.

Fifth + Broadway is at the most dynamic intersection of music in the entire country. Neighbor to the historic Ryman Auditorium, the Bridgestone Arena (the world's number six venue for ticket sales) and the rollicking Honky Tonk Row at Lower Broadway. Blocks from legendary destinations like the iconic Country Music Hall of Fame®. Fifth + Broadway is where Music City comes to life. For more specifics on Fifth + Broadway please go to <https://www.fifthandb.com/>.

When will the Food Hall open?

The Food Hall will open with the Fifth + Broadway development in the first half of 2020.

What is the vision for food stalls at the hall?

The vision for the food offerings is a series of stalls offering high quality, chef-driven specialty foods with a wide range of ethnic diversity and a cooked-to-order mentality. Each stall offers a limited number of highly specialized and targeted culinary offerings, artisanal and local in design and execution, with affordable prices typically found in food halls serving food counter-style. Each stall presents its own unique personality/trade dress in a size ranging from 125-400 square feet depending on location, and menu.

The Food Hall will also become a culinary incubator, offering local Nashville chefs and restaurateurs – from the most celebrated to entrepreneurial new entrants – with a low-stakes path to starting up or expanding their concepts. Seasoned chefs and new talents will be free to experiment, create and build an audience while consumers will benefit from a wide selection of artisanal foods all in one unique space.

What is the setup of a typical food stall?

Food stalls vary from 125 to 400+ square feet. Each stall houses whatever cooking equipment is needed and we encourage stall occupants to allow for some seating at their counter as well. Having some energy at the stall itself will help 'personalize' that space. The hall provides exhaust hoods to match the equipment needs of the individual stalls, brings all utilities to the stall space, provides a front counter and side walls and a facade on which to mount signage. No ceilings are needed as this will be an entirely enclosed area but we will review all design drawings to allow for personalization of the space if it calls for some type of cover or grid work to hang lighting or other design elements. Each stall's design must be approved for certain design criteria and process which will be established but again, we will do our best to allow the food hall to develop a personalized look and feel that is both eye-catching and unique.

What is the process for becoming a stall operator?

All potential food stall occupants apply to license a space by first filling out an application on the website. You will be asked to present a proposal which will detail your Big Idea. This will begin the process of arranging for presentations, interviews, and tastings to be conducted by the management company. The Food Hall will review all potential applicants and make determinations as to what we think will be the best 'mix' for the stalls. We will then work directly with Licensees on design, development, construction, training, menu design, flavor profiles, and continued menu development once operating.

Each potential stall owner will be asked to present a simple yet thorough business plan that will detail the trade dress, specific stall concept/culture statement, design inspirations, menu with pricing and general layout of the space – all of which will become exhibits to the individual stall owner's license agreement. The Food Hall may have an array of stall ideas in mind but we will be completely open to new and innovative ideas that we might not have on our list of potential stall occupants. Our collective goal is 'best of class' in all offerings and to that end we will conduct comprehensive food tastings with potential Licensees.

At what point is the license agreement presented?

Once the process of menu design and profiles is complete, we will begin the licensing stage. We realize not all Licensees are comfortable reviewing specific license agreements so we have a template that is easy to follow and understand. There are various terms depending on size of the stall. This will be reviewed during the approval process. If potential Licensees are more comfortable having a broker represent them, then we require that the Licensee work an arrangement out with their broker for compensation. We will not pay a commission to brokers in this process and prefer to work directly with the Licensees.

What does it cost to open a stall?

Obviously, there is no way to estimate a total to this without knowing what each stall will offer. However, it is our estimation that the Licensee might spend within a range of \$15,000-\$40,000 depending on the particular stall offerings, cost requirements, and stall size. With proper operations, any stall operator can achieve somewhere between a 3 and 5 month payback. We will not be providing any improvement allowances due to our provision of the duct work, utilities, facade, floor drains and skeletal walls. Your overall costs will be minimal compared to street side locations and overall size considerations – as well as not having to provide seating, bars or other guest accommodation such as restrooms or an office area.

What are the license terms? What is the fee to me?

There are a variety of license terms to consider. The various term options will be discussed individually with potential Licensees during the interview process. As with most food hall operations, you will be charged an Occupancy Cost. That cost will be a flat 30% of total sales and includes a multitude of services the Food Hall provides. The Food Hall also offers an additional menu of services to all food stall occupants as well– such as accounting services, insurance program offerings and access to possible lending sources. In addition, the Food Hall handles all credit card processing and does daily reconciliations of credit card sales, collecting credit card funds (this is approximately 2.2% of sales and is included in the License Fee) and distributing funds on a weekly basis. There are no cash transactions in the Food Hall; stored value cards called Hall passes will be available for purchase for cash users. Daily reports will be compiled from the POS system. All Licensees will be required to use the POS system supplied by the hall.

What are the operating details?

Hours of Operation: The hall will be open seven days a week for breakfast, lunch and dinner.

Technology Systems: The POS system, as previously stated, is provided to all stall operators. The specifics of how this process of collecting and distributing funds will be discussed with each Licensee at the time of interview. The Food Hall has the most advanced information access technology. Maintenance of this equipment is part of the signed agreement with the POS vendor, as is support availability and installation. Equipment and services requested above the base POS package will be provided at the cost of the Licensee (additional terminals, printers, etc.).

Storage: Besides what can be stored in the stall itself, each stall is provided a small storage cage on the second level of the food hall. This area is secured and accessible to stall owners and staff only, and the space itself can also be personalized by the stall Licensee to reflect particular storage needs – i.e. more refrigeration if needed, food and paper goods storage, etc. We have arranged for Licensees to have seven days of delivery available and our storage requirements are according to projected sales volumes and flow through of product.

Trash & Upkeep: The Food Hall provides an ample common area trash handling facility on the first-floor loading dock area. In addition, we provide the floor and janitorial staff to help upkeep of the general area and to keep all common areas clean and accessible. Each stall operator is expected to maintain their areas with a high level of cleanliness and

attention to detail throughout opening hours. Additionally, each stall operator will secure their own Health Permit and will be required to maintain certain scores dictated in the license agreement. There is a cardboard recycling area in the main trash handling area on the first level and a service elevator to access the co-op area. The Food Hall manages all waste removal from that common waste area.

How does LBW work?

We plan to run numerous bars throughout the hall including a wine bar and onsite craft brewery. We will hold the one liquor license so individual stall owners will not be able to sell or serve alcohol at their stalls. Your guests may wander the food hall and choose their own beverages from multiple locations in the food hall and you will be encouraged to sell non-alcoholic beverages that best represent your food and vibe.

What does the hall do to drive traffic?

The Food Hall will have a dedicated marketing team that conducts advertising, PR and social media marketing on a daily basis to drive awareness and traffic for the hall. Moreover, there will be a dedicated private party sales team that books large groups most days of the week. Additionally, there will be a dedicated manager of events/promotions that books weekly music and other events in the Hall, brewery Tap Room and the rooftop events venue. All three of these groups work together to keep the hall hopping nearly every day of the week across a range of events like open mic nights, happy hours, corporate groups, private parties, beer release parties, holiday events, musical artists, beer yoga, weekend festivals and more.

Thank you for your interest in the Food Hall. We look forward to your application.

