

## HELSINKI CHRISTMAS MARKET 2019

### Application guidelines – **FOOD YARD**

#### **Contents:**

1. Application deadlines and channels.....	2
2. Market details and rent.....	2
3. Additional services and fees.....	3
4. Minimum requirements for applicants.....	3
5. What is considered an advantage.....	4
6. Rules and infringements.....	5

## 1. Application deadline and channels

Applications must be submitted using the official application form. Applications sent by post must arrive no later than Friday, 30 August 2019.

Online application form [here](#).

Applications by post: Helsingin tapahtumasäätiö, Kalevankatu 6, 00100 Helsinki

The application deadline is Friday 30 August 2019, and all applicants will be notified electronically on Monday 16 September 2019. Due to the large number of applications, the organiser cannot respond to enquiries concerning the grounds for individual decisions.

## 2. Market details and rent

Helsinki's Senate Square, 6-22 December 2019

Opening hours: Tue-Fri 11am-8pm and Sat-Sun 10am-8pm, market closed on Mondays.

Open on Independence Day (Friday 6 December) 10am-6pm.

The Helsinki Christmas Market includes a food yard where the market's food vendors are located. The food yard is a serving area where food and drinks that are intended to be eaten on the spot are sold. There is not running water in the market area.

### BASIC CABIN



Basic cabin dimensions: width approx. 2.5 m, depth approx. 2.0 m. Each cabin is equipped with a sales desk, awning and three shelves along the back wall. The door is on the side of the cabin and can be locked using your own padlock.

Rent for a basic cabin: 1500€ + VAT 24%

450€ + VAT 24% payable by 30 September 2019

1050€ + VAT 24% + additional services payable by 15 November 2019

## DOUBLE CABIN



Double cabin dimensions: width approx. 5.0 m, depth approx. 2.0 m. Two sales desks. If you wish to rent a double cabin, please state this under additional information.

Rent for a double cabin: 3600€ + VAT 24%

1080€ + VAT 24% payable by 30 September 2019

2520€ + VAT 24% + additional services payable by 15 November 2019

### **In addition to the cabin, the rent includes the following:**

- electricity 230V/15A/23A, due to the limited electricity capacity, electricity needs will be determined by the event organiser
- overhead lighting in the ceiling and above the sales desk
- security services
- access to the refrigerated container (one trolley)
- access to the waste sorting area
- access to the water point
- access to heated portable toilets with sinks for washing hands (staff only)

### **3. Additional services and fees**

The event organiser offers the following additional services that are available for a separate fee and charged together with the second invoice payable on 15 November 2019:

- event organiser's permit for serving alcohol in the serving area: 1000€ + VAT 24%
- payment (POS) terminal + receipt rolls: 120€ + VAT 24%
- cash register + receipt rolls: 200€ + VAT 24%
- parking place: 250€ + VAT 24%

#### 4. Minimum requirements for applicants

- Sales cabins are rented to companies, associations and private individuals.
- Sales cabins are rented for the entire period of the event, and applicants agree to keep their cabins open during the market's opening hours.
- We do not rent sales areas for trailers or tents, for example.
- Applicants must provide a written description of their company and the menu they intend to serve at the market.
- Applicants must include a link to their website or Facebook page.
- Applicants agree to offer customers the chance to pay by card or using MobilePay
- Applicants agree to use only biodegradable cutlery, dishes, cups or paper pouches when serving food or offering samples.
- Companies selling processed or semi-processed convenience foods will not be selected.
- Applicants agree to sort and recycle their waste appropriately.
- Applicants agree to clarify in advance any obligations pertaining to their sales operations (for example, by contacting tax, employer, environmental and health authorities).
- Companies must provide an extract from the trade register.

#### 5. What is considered an advantage

The selection process will favour food vendors who

- are passionate about food
- favour fresh, organic and locally produced ingredients, as well as fair trade products
- offer menus that take into consideration dietary restrictions and vegetarian and vegan options
- offer menus that take into consideration children (smaller portions / food that kids like)
- offer menus that take into consideration the Christmas theme

In order to reduce food loss and increase sales, it is worth focusing a few carefully thought out food portions. Items that have previously been lacking from the Helsinki Christmas Market include especially gluten-free food products and food suitable for children. Vegan food products have been popular among visitors to the market. A maximum of two cafés serving pastries and hot drinks will be selected for the market.

## 6. Rules and infringements

-Market stalls must be operated only by the leaseholder – it is not permitted to subcontract operations or transfer the lease or any part of it to a third party.

-If more than one person, association or company applies for a joint market stall, the application must be submitted in the name of all parties.

-Vendors can serve only the menu specified in the application, as the selection will be made on the basis of the proposed menus – any changes must be discussed in advance together with the event organiser.

-One market stall is rented per company/association/person. If the same applicant applies for market stalls under the names of multiple companies (for example, by using subsidiaries or auxiliary trade names), all of the applicant's applications will be rejected.

-If the deposit is not paid by the due date, the organiser is entitled to rent the market stall to another applicant.