



FAREGROUND

**BECOME A VENDOR
EAT. DRINK. SHOP. PLAY.**



WHAT IS FAREGROUND?

Fareground at One Eleven Congress is Austin's first food hall. It is an incubator defined by people, passion, and possibility - a space where restaurateurs come to grow and scale their business. A gathering space of food and culture. A place where neighbors, locals, artists, and tourists alike come to find a community they can call their own.

Located on the near steps of Downtown Austin, Fareground is a unique food hall that shows off the true heart of the Austin culinary experience. The chic space features an open concept with wooden armature paired with a spacious lawn to hold social, corporate, and community gatherings.



WHY FAREGROUND?

6 / 120

*6 eateries and over 120
freshly made dishes from the
Americas, Europe, Asia, and
the Middle East*

2

*2 bars; one with an
all-day coffee offering
and another with
happy hours under
Austin's iconic oak trees*

10 - 500

*Event and catering
services for 10 - 500
guests or more*

curated

*Specialty retail from
local Austin artisans
and craftspeople*

25,000

*25,000+ square feet of
space designed by world
renowned principal
architect Michale Hsu*

FAREGROUND INTERIOR SCHEMATIC



BECOME A VENDOR OUR RETAIL CARTS

Showcase your brand with our bespoke retail carts, each designed for versatility and positioned in high traffic footfall areas within Fareground. Our retail carts enjoy all of the same vendors benefits afforded to Fareground tenants, including but not limited to: dedicated marketing/pr teams, multi-channel communication and sales channels including Fareground's website and Instagram, storage and more.

DIMENSIONS

<i>Height</i>	<i>H90"</i>
<i>Width</i>	<i>L72" x W37.5"</i>
<i>Shelving</i>	<i>L58" x W7"</i>
<i>Locked Storage</i>	<i>L58" x W37.5" x H24"</i>

YOU PROVIDE

Insurance, Staffing, Product, POS (Toast or other PCI compliant product)

Activated cart during our opening hours 11am-9pm daily

WE PROVIDE

Security, overnight cleaning, storage, marketing

DURATION

6 Month Lease

1 Month Popup



TENANT BENEFITS

GENERAL

EMPLOYEE MEAL DISCOUNTS

LOCATION - BUSIEST INTERSECTION IN DOWNTOWN AUSTIN

FULL MARKETING/PR/DIGITAL TEAM

CLOSED FOR NATIONAL HOLIDAYS

HEAVILY DISCOUNTED PARKING

MULTI-CHANNEL SALES PLATFORMS

COMMUNAL SPACE

COMMERCIAL DISHWASHER

300 SQ FT COMMISSARY KITCHEN ACCESS

BUILT-IN WALK-IN COOLER WITH STORAGE

COMMUNAL FREEZER STORAGE



FAREGROUND

EAT+DRINK



FAREGROUND
PRIVATE PROPERTY
HOURS 11A - 9P

Three circular icons with diagonal lines through them, indicating a no-smoking, no-dogs, and no-leashed-dogs policy.

THE Market

ORDER
AHEAD
PICKUP

SALAD
COBB 10 ROMANO LETTUCE, SHREDDED CHICKEN, DRESSING, BOILED EGG, SHREDDED TOMATO, RED ONION, SHREDDED CHEESE, BAKED POTATO
* ALL CASSAB 10
BARBECUE CHICKEN, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
RAINBOW QUINOA 10
EDAMAME, ROASTED BEANS, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
PIZZA
CLASSIC 10 PEPPERONI, SAUSAGE, MUSHROOM, CHERRY TOMATO, SHREDDED CHEESE, BAKED POTATO
FUNGHI 10 SHREDDED CHICKEN, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
CARNE 10 PEPPERONI, SAUSAGE, MUSHROOM, CHERRY TOMATO, SHREDDED CHEESE, BAKED POTATO
SANDWICH
CAPRESE 10 SHREDDED CHICKEN, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
GRILLED CHICKEN PANINI 10 SHREDDED CHICKEN, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
HAM + CHEESE PANINI 10 SHREDDED CHICKEN, SHREDDED CHICKEN, SHREDDED TOMATO, SHREDDED CHEESE, BAKED POTATO
<small>* ALL ITEMS ARE VEGAN FRIENDLY * * ALL ITEMS ARE GLUTEN FREE *</small>
THE Market



THAI FRESH
The Cubana

The Peached
TORTILLA

FLOWERS
ROSES - \$60
(10 stems)
RANUNCULUS - \$40
(10 stems)
ANEMONE - \$40
(10 stems)

STEVE MADDEN.COM

DRINK

HIBISCUS MARGARITA House-made agave, lime, hibiscus, elderflower \$ 8	PALE ALE Citra, Mosaic, Galaxy \$ 6	BUD LIGHT \$ 3	WHITE + ROSE
RED SANDRIA House-made agave, lime, hibiscus, elderflower \$ 8	HEFEWEIZEN House-made agave, lime, hibiscus, elderflower \$ 8	MILLER LITE \$ 3	PINOT GRIGIO House-made agave, lime, hibiscus, elderflower \$ 8
RASPBERRY LEMONADE House-made agave, lime, raspberry, lemonade \$ 8	CLASSIC OLD FASHIONED House-made agave, lime, raspberry, lemonade \$ 8	SHINER BOCK \$ 3	GRÜNER VELSCHNER House-made agave, lime, raspberry, lemonade \$ 8
CRAB	WATERMELON MEZCAL MARGARITA House-made agave, lime, watermelon, mezcal \$ 8	LAGER House-made agave, lime, watermelon, mezcal \$ 8	CHARDONNAY House-made agave, lime, watermelon, mezcal \$ 8
THE GRIND House-made agave, lime, watermelon, mezcal \$ 8	YUCATECO House-made agave, lime, watermelon, mezcal \$ 8	BOTTLE - CAN	ROSE House-made agave, lime, watermelon, mezcal \$ 8
		AUSTIN EASTSIDE	RED
		LOVE STAR	PINOT
		MODELO	MALBEC
			CABNET
			SAUVIGNON
			BLANC
			SANGIOVESE

à la mode
FRENCH COMFORT FOOD

PICK UP HERE

HENBIT





Ellie's

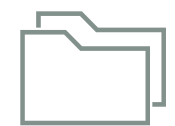
BAR

LET'S CHAT



NEXT STEPS

LET US KNOW YOUR THOUGHTS AND THANK YOU FOR THE OPPORTUNITY TO SHARE THE FAREGROUND BRAND WITH YOU.



GET IN TOUCH

MARKETING@FAREGROUNDAUSTIN.COM



THANK YOU

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