



MARGARET RIVER WINE



Margaret River Wine Stall Criteria & Guidelines

The MRWA has secured a dedicated **Margaret River Wine** stall at the Farmers' Market at the MR TAFE, Bussell Highway.

The stall is available for one MRWA Wine Producer member each week to:

- Build brand awareness
- Conduct sampling
- Collect sign-ups to database and wine clubs
- Sell wine
 - Up to 9 litres per person takeaway
 - Orders for delivery or collection

Eligibility Of Wine Producers

- a) Must have paid Agricultural Produce Commission Fee For Service for Margaret River fruit from the previous vintage
- b) Must only sell wines labelled Margaret River GI. No other produce/products to be sold.
- c) Must crush 50 tonnes or less of fruit for own label.
- d) Stallholder must be the grower, the producer, or employees who are substantially involved in the production process of the wine sold.
- e) Any person selling alcohol at the market is required to hold a RSA certificate.

Stallholder Responsibilities

- a) If using Margaret River Farmers' Market (MRFM) or MRWA marquee, please collect from sea-container and pitch the marquee in the nominated site. At end of market, return marquee to sea container.
- b) **Food Safety**
Stallholders must comply with the WA Food Act 2008 and the food safety regulations and Food Standard Codes that apply to their products.
- c) **Local Government Food Business Registration**
Stallholders are required to hold a Food Act 2008 certificate of registration. Wine is considered as food under the Act.
 - a. Shire of Augusta Margaret River
<https://www.amrshire.wa.gov.au/services/environmental-health/food>
 - b. City of Busselton
<https://www.busselton.wa.gov.au/live/public-health-and-safety/food-business.aspx>
- d) **Labelling**
All stallholders must comply with appropriate labelling regulations in accordance with the Food Act 2008 and the Australia New Zealand Food Standards Code. Further information on food labelling is available from Environmental Health Services at the Shire of Augusta-Margaret River and Food Standards Australia New Zealand www.foodstandards.gov.au.

- e) **Insurance**
- i) Stallholders must take out combined public/product liability insurance-
 - ii) It is the responsibility of the stallholder to ensure upkeep and renewal of their insurance.
 - iii) If insurance is not current, stallholders will not be allowed to trade.
- f) **Organic Certification**
- ONLY CERTIFIED ORGANIC produce can be sold as organic. Appropriate Organic certification signage must be displayed.
- g) **Rubbish**
- Each stallholder must provide rubbish disposal bins and all waste produced by a stall, must be cleared away and taken off site at the conclusion of the market by the stallholder.
- h) **Cancellation**
- i) If you need to cancel prior to your booking, please email info@margaretriver.wine or phone 9757 9330 up to 3 days prior (Wednesday). If the stall cannot be on-sold, you will forfeit the booking fee.
 - ii) If you are unable to attend on the morning of your booking please text or call the market manager on 0438 905 985.

Cost

\$45+GST (\$50+GST from 1 October 2023) per stall per week

Inclusions

- Listing in Grapevine the Thursday prior to stall booking.
- Promotion via MRWA and MRFM social media channels.
- MRWA Margaret River Wine 3m x 3m marquee (if required).

Stallholder to Provide

- 3x3 marquee (if not borrowing from MRWA)
Ideally tied down with 3 ropes and 1 weight (sandbag).
- Trestle table(s) (room for up 2 tables).
- Tasting Glasses - if disposable **must be** compostable (eg BioCup).
- Wine, water, ice, etc.
- Square reader, cash float etc
- Signage etc.

Stallholder Tips

- Offer a deal only available on the day.
- Have some wine pre-packed (customers are on the lookout for gifts).
- Bring wine dependent on weather and not a large/overwhelming range.
Customers generally only spend a few minutes at each stall.

Times

- Market open: 7:30am – 11:30am each Saturday (Christmas and New Year to be confirmed)
- Bump-in: 5:15am to - 7.00am (cars must be removed by 7:10am)
- Bump-out: 11:35am-12:30pm (cars must not enter the grounds prior to 11.35am)

Stall Bookings

- Bookings are to be made via link provided by MRWA staff.
- Each producer can make one booking per fortnight.
If all dates are not booked, producers will be permitted to book more often.