



MERCATO

MM

METROPOLITANO

TONNERIA

BAKERY

LA LATTERIA

MOZZARELLA



THE MERCATO STORY

Mercato Metropolitano started with a pilot project in 2015 during the World Expo in Milan, regenerating a 150,000 sqft disused railway station.

The development of the first Mercato Metropolitano was carefully planned to retain the site's original appearance, which nurtured the local community's affection for a special part of their urban history.

Over a four month period, they saw in excess of two million visitors and their customer spend was over €8 million.

The concept evolved from this success and they opened their first site in Elephant & Castle in 2016 – a 45,000 sqft former paper factory followed in 2019 by a second site, in Mayfair – the Grade I listed St Mark's Church.



THE MMANIFESTO



In 2018 they developed The MManifesto to define their movement, what they advocate and how they work towards common goals for the community.

The MManifesto promotes shared values and collective action towards a more sustainable future for all.

RIGHT TO FOOD

FOOD SOVEREIGNTY

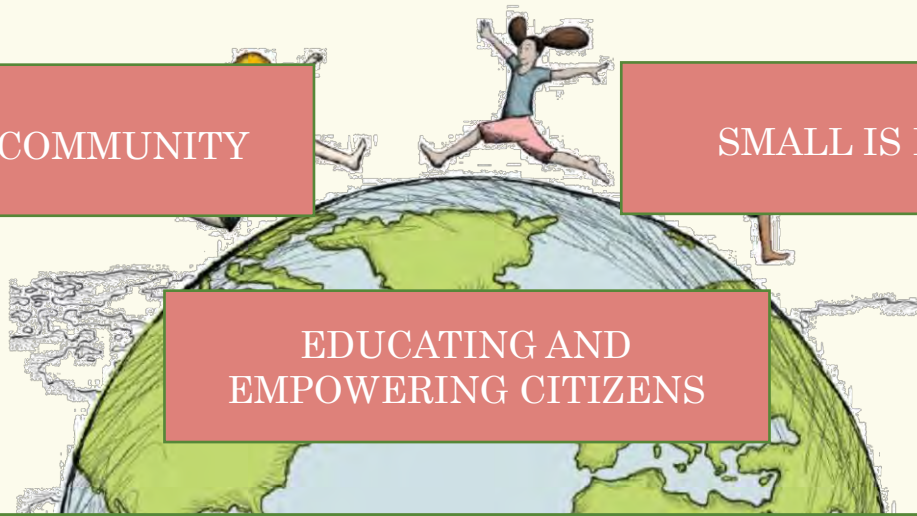
PROTECTING THE ENVIRONMENT

FOOD AS IT SHOULD BE

CREATING COMMUNITY

SMALL IS BEAUTIFUL

EDUCATING AND EMPOWERING CITIZENS



4.3 million
visitors in 2019

Over 350
jobs created

Zero
waste sent to landfill

284 tonnes
CO₂ saved.





MM FORMATS



35+ years' experience in creating market models have allowed them to design and refine three formats for their community markets.

Small

~ 4,500 sqft

MMyBourhood

.....
Highly curated, Japanese-style convenience store and deli / grocery

.....
Small selection of independent restaurant concepts

.....
Coffee / Gelato

.....
Bakery / Patisserie locally produced

Neighbourhood

Medium

~ 20,000 sqft

The Theatre

.....
Bakery, Patisserie, Pasta and other B2B / B2C production laboratories

.....
Highly curated, Japanese-style convenience store and deli / grocery

.....
Small selection of independent restaurant concepts

.....
Urban gardening and cultures

.....
Vocational AccadeMMy

The Factory

Large

At least 45,000 sqft

The Circus

.....
Highly curated selection of artisan restaurants and food concepts

.....
Enoteca / Wine store

.....
Craft micro brewery

.....
Live music and entertainment, art exhibitions, cinema, fitness space, craft artisan market, farmers' market and community event spaces

.....
Community cookery school

.....
Full MM Grocery

.....
Circular economy projects (hydro/aquaponic urban farming, advanced zero-waste management etc.)

Origin



The RequireMMent



KLM Retail have been exclusively retained by Mercato Metropolitan to find them their next 'magic' site.

Most immediately pressing is the requirement for another 45,000+ sqft Circus concept to join Elephant and Castle.

Development sites and any other disused or underutilised, sites across Zone 1/2 will be considered and those with an interesting heritage or background will be particularly of interest.

Please forward any potential opportunities to James or Tom:



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