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 restauranteurs 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 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

25,000
25,000+ square feet of space

CURATED
Specialty retail from local Austin artisans and craftspeople
BECOME A VENDOR
OUR MARQUEE COUNTER

Showcase your brand with our marquee counter, located in the first position just as you enter Fareground from the Plaza, outfitted with over 25’ of food retail frontage, exterior-facing windows for visual merchandise opportunities and dedicated BOH space with a suite of equipment included, all totaling approximately 567 square feet.

INCLUDED EQUIPMENT

- 2x Turbo Chef Pizza Ovens (commercial convection oven) Model# FIRE
- 2x Turbofan by Moffat Model# E31D4
- 1x 8 Foot Lowe Refrigeration/Freezer Display Case Model# VS-V 25 or B3
- 1x 4 Foot Lowe Refrigeration/Freezer Display Case Model# VS-V 13 or B1
- 1x 4 Foot Federal Refrigeration Display Case Model# SSRCs052
- 2x 12” Waring Panini Press Model# WPG250B 1x 8’ Two Door True reach in cooler
- 1x 6’ Two Door Hoshizaki reach in cooler
- 1x 3 compartment sink
- 1x Walk in cooler. Approx 15x10 feet
- Miscellaneous Metro Shelving
BECOME A VENDOR 
OUR MARQUEE COUNTER

YOU PROVIDE
Insurance
Staffing
Produce
POS (Toast or other PCI compliant product)
Activated cart during our opening hours 11am-9pm daily

WE PROVIDE
Security
Overnight cleaning
Storage
Marketing

DURATION
Negotiable, starting at 12 month
BECOME A VENDOR
OUR RETAIL CARTS

Showcase your brand with our bespoke retail carts, each designed for versatility and positioned in high traffic foodhall 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

Height       H90”
Width       L72” x W37.5”
Shelving     L58” x W7”
Locked Storage    L58” x W37.5” x H24”

YOU PROVIDE

Insurance, Staffing, Produce, POS (Toast or other PCI compliant produce)
Activated cart during our opening hours 11am-9pm daily

WE PROVIDE

Security, Overnight cleaning, Storage, Marketing

DURATION

6 Month Lease
1 Month Popup
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
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