

Media Release

A NEW DESTINATION FOR FRESH FOOD & DINING IN THE HEART OF RICHMOND: INTRODUCING RICHMOND TRADERS

The corner of Bridge Rd and Church St, Richmond has welcomed a much-needed revitalisation, with the opening of Melbourne's newest fresh food market and dining precinct, **Richmond Traders**.

Bringing together a collective of beloved Melbourne providores and a brand-new Coles, Richmond Traders mixed-use precinct is owned and developed by premium build-to-rent provider, *Home*. In addition to the retail offering, *Home* Richmond will open its apartment doors for leasing in July 2022, forming part of the Richmond Traders precinct.

The breathtaking market-style hall is set to transform the shopping experience for Richmond locals and visitors to the precinct. An enviable new local, Richmond Traders brings unmatched convenience and premium offerings to the community's doorstep, all under one roof. Visitors to Richmond Traders can also take advantage of the 250 carparks with free 2-hour parking.

At the heart of the Richmond Traders, **Coles Richmond Traders** features a slew of offerings catering to the local community, including a pet treat bar, frozen desserts buffet and an extensive bakery. **Vintage Cellars** also joins the precinct, providing locals with local and overseas wines, as well as an expanded selection of local favourite craft beer.

Beloved Melbourne fresh food institutions, **EARL Canteen**, **DeMaria's Fresh Food & Deli**, and **Cannings Free Range Butchers** will bring the finest produce, meats and grab-and-go everyday eats to the precinct.

Favourite coffee roastery, **Au79**, will be serving up brews and deli delights in its new **Espresso & Deli** digs and is joined by famed artisan bakery, **Cobb Lane**, which will be serving up delicious pastries, cakes, breads and more.

Luxe local favourites including **Sushi & Nori**, **Gong Cha** and **Beauty Genesis** will also call Richmond Traders home, with further speciality retailers to be announced.

Over the coming months, Richmond Traders will continue to evolve into a vibrant food and dining hub in the beating heart of Richmond, with the introduction of laneway, open-air dining. Retail leasing is currently underway and managed by Nexus Retail Group.

Head of Home, Christian Grahame said that the lively new precinct will bring the area back to life.

"We're thrilled to be welcoming locals back into this corner of Richmond and reintroducing it as a true destination that imbues Melbourne's love of food with a distinctly Richmond feel."

"Working with Council and Coles we've transformed this underutilised corner of the suburb into a brand-new fresh food market. Together with office and residential elements, we hope Richmond Traders will be loved by locals and become part of the community," Christian said.

Third generation fresh food specialist and owner of **DeMaria's Fresh Food & Deli**, John DeMaria, said: "It's exciting to be part of the new guard of Bridge Rd, and we're looking forward to bringing our unmatched range of fresh food, cheeses and local and international small goods into the homes of Richmond locals and visitors to the precinct.

"At DeMaria's, we're proud to be known for our real, local community-focussed approach to customer service, and we can't wait to bring all of this and more to Richmond Traders and its new community of shoppers."

Daniel Huckstepp, Coles Richmond Traders Store Manager added: “We’re excited to roll out the red carpet for locals to experience the Coles Richmond Traders difference.

“There is something for absolutely everyone at Coles, with a dedicated pet treat bar, expansive bakery, mochi and mini gelati station, along with all the fresh produce loyal Coles shoppers know and love. We are also thrilled to welcome 92 new team members to the store.”

Forming part of *Home*'s wider sustainability strategy, Richmond Traders is committed to a greener future for all. The sustainably designed market hall has a 5 Star Green Star rating equivalency, and is naturally ventilated, reducing the precinct's carbon footprint.

Richmond Traders also features waste recycling facilities and utilises harvested rainwater and responsibly sourced materials including steel and timber. Alongside free parking, the precinct features six on-site car sharing spaces, staff and bike parking, EV charging stations powered by solar and green energy, and end-of-trip facilities to encourage greener ways to travel.

A creative hub for life, work and play, Richmond Traders is nestled between historic and iconic, uniquely Richmond surrounds. Alongside premium hospitality and retail offerings, the precinct will also play host to commercial office spaces, which are now available for lease, and a dynamic, premium build-to-rent apartment offering, *Home Richmond*, which will welcome residents in mid-July 2022.

Richmond Traders is now open and is located on the corner of Bridge Rd and Church St, Richmond.

For more information about Richmond Traders, please visit: www.richmondtraders.com.au

Trading Hours: Richmond Traders is open 8am – 6pm daily.

Individual retailer trading hours may vary.

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About Richmond Traders

Richmond Traders is Melbourne's newest mixed-use precinct, which is owned and operated by *Home*, with retail and office spaces managed by JLL. *Home* Richmond premium build-to-rent-apartments will be available for lease from July 2022.

Home is a leading Australian platform creating apartment communities exclusively for the rental market. *Home* purposefully designs, develops and operates its own buildings, in premier locations across Melbourne and Sydney. Many of *Home*'s properties have also been designed to feature a dynamic mixed-used offering tailored for its neighbourhood and to provide an ultra-convenient and integrated lifestyle for *Home* residents. *Home* is reinventing how people rent in our cities.

Home owns, develops, and operates each one of its properties, with projects soon to be completed in Southbank and Richmond in Victoria. *Home* also has projects under construction in Parramatta NSW and Docklands VIC and in planning in St Peters and St Leonards in NSW. *Home* is an unlisted real estate fund established by the Daniel Grollo Group and backed by a global institutional investor.

Nexus Retail group have collaborated with *Home* to deliver the retail leasing strategy for Richmond Traders and *Home* Southbank.