

A vibrant outdoor market scene in Birmingham. The street is lined with green awnings on the left and filled with a diverse crowd of people. Many are wearing warm clothing like coats and hats, suggesting a cool day. The background shows trees with yellowing autumn leaves and city buildings. A black rectangular box with the word 'VIRTUAL' in white is at the top. The words 'BIRMINGHAM' and 'VEGAN MARKET' are at the bottom in a stylized white font.

VIRTUAL

BIRMINGHAM

VEGAN MARKET

CONCEPT

Before we can get back to running Vegan Markets again in real life we'll be hosting a series of Virtual Vegan Markets on our website. Customers will be able to watch live product demos, browse all of the stalls, read about their business stories, browse product images and then purchase directly through the vendor's website.

Sample Virtual Event Page

TODAY'S LIVE DEMOS



Product Demo #1

10:30

[SEE DEMO](#)



Product Demo #2

11:00

[SEE DEMO](#)



Product Demo #3

12:00

[SEE DEMO](#)



Product Demo #4

13:00

[SEE DEMO](#)



Product Demo #5

14:00

[SEE DEMO](#)



Product Demo #6

15:00

[SEE DEMO](#)

[LOAD MORE...](#)

TODAY'S MARKET STALLS



London Feel Good Co

Chingford, London

Vegan and gluten free artisan bakery.
Organic cakes, traybakes, pastries,
sausages rolls, Spanish Frittata...

Local Delivery

[EXPLORE](#)



Yau's

Peterborough

Gluten free stir-fry sauces, marinades,
noodles and more all inspired by
flavours from the Far East...

National Delivery

[EXPLORE](#)



iUVO Skincare

London

Handmade organic vegan skincare
range including creams, butters,
scrubs, clay face masks, body oils...

National Delivery

[EXPLORE](#)

[LOAD MORE...](#)

Sample Virtual Event Listings - see veganmarkets.co.uk/sample-listings

CONCEPT

Sample Virtual Event Profile Page - see veganmarkets.co.uk/marketplace-yaus



Yau's

Peterborough

At Yau's it's all about the taste. From original recipes we've created a range of sauces that deliver on flavour and are truly authentic. Our aim is to inspire you in the kitchen with products that will allow you to create dishes that the whole family will love, and with minimal fuss.

We've done the hard work, all you need are some basic ingredients, a hot wok and a little imagination!

Products

Stir-fry sauces (sweet & sour, black bean and hot bean paste), marinade sauces (Thai satay, Chinese curry, hoi sin), speciality noodles, rice and more.

Delivery

Orders are despatched nationwide. Orders are normally despatched either same day or next working day and shipped by courier. Order to delivery typically takes up to 5 working days and may depend upon where you live. Most deliveries are made within 3 working days.

Orders up to £35.00 are charged at a flat £4.95. Orders over £35 are delivered Free of Charge.

Products



Thai Curry Paste



Speciality Noodles



Sweet & Sour Sauce

[SEE MORE IN STORE >](#)

BIRMINGHAM (VIRTUAL)



1000+ DIGITAL VISITORS

We expect to attract a highly engaged digital audience of between 1000 - 1600 on the day of the event. These will be mostly made up of those who would normally come down to our events at Rotunda Square, Bullring to explore the stalls in person.

DATES & TIMINGS

The virtual event will run from 10:30 – 16:00 on Sunday 12th July. Visitors will be able to access the event page, watch the live streams and browse the stalls during this time.

VIRTUAL VENUE

The event will be hosted at the link below:

veganmarkets.co.uk/virtual

WHO CAN APPLY?

Any vendor that can deliver to the Birmingham area (whether they are local or from further afield) can apply.



FACEBOOK

Event reach: 168,900
Event engagement: 6,800
Page likes: 7,500+ (April)
Page followers: 8,200+ (April)

Event figures from February 2020 event



INSTAGRAM

Followers: 3,350

Figures from April 2020

VIRTUAL STALL TYPES

The virtual event will feature a range of businesses based both locally and from further afield.

HOT FOOD



BAKERY



CRAFTS



CLOTHING



CHARITIES



LIFESTYLE



COSMETICS



STORE CUPBOARD



RAW FOOD



DRINKS



BRANDS



& MORE!



BOOKING OPTIONS

Booking a virtual pitch means your business will be listed on the event page during the event day. Customers will be able to click on your listing, through to your profile, read about your business and click through to your website to explore further and purchase from you or sign up to your service. See [veganmarkets.co.uk/sample-listings](https://www.veganmarkets.co.uk/sample-listings) for examples.

Vendors are also encouraged to set up a Facebook live stream for their product demonstrations on the event day or to pre-record a video to be shared on the event day. These will be promoted at the top of the virtual event page and will significantly increase visitor engagement with your business during the event.

PITCH OPTIONS

Virtual Pitch - £10 + VAT

READY TO JOIN?

1 - Make sure you have had your Marketplace application confirmed first:

[WWW.VEGANMARKETS.CO.UK/MARKETPLACE-APPLY](https://www.veganmarkets.co.uk/marketplace-apply)

2 - Then apply here and let us know what virtual events you'd like to join:

[WWW.VEGANMARKETS.CO.UK/VIRTUAL-APPLY](https://www.veganmarkets.co.uk/virtual-apply)

3 - If you have any questions please get in touch:

[INFO@VEGANMARKETS.CO.UK](mailto:info@veganmarkets.co.uk)

