



MERCHANT APPLICATION FORM.

Name: _____

Address: _____

Phone: _____

Email: _____

Business Name: _____

Website: _____

(Please use the back of this form or attach additional pages if necessary.)

Describe your food concept: _____

Applying for: Permanent Location Pop-Up

Existing points of retail if any: _____

Proposed menu items and pricing: _____

List awards or other acknowledgments: _____

Marketing strategy: _____

Tell us about your chef: _____

Below is a list of equipment. Please mark how many you think you need and list any specific requirements.

- | | |
|--|--|
| <input type="checkbox"/> 4-Burner 24" Range | <input type="checkbox"/> 72" L X 24" W Stainless Steel Table |
| <input type="checkbox"/> Reach-in Freezer | <input type="checkbox"/> Counter-top Pizza Oven |
| <input type="checkbox"/> Reach-in Refrigerator | <input type="checkbox"/> Ice Machine |
| <input type="checkbox"/> 36" Flat Top Griddle | <input type="checkbox"/> Ice Bin |
| <input type="checkbox"/> Gas Fryer | <input type="checkbox"/> 48" Sandwich Prep Table |
| <input type="checkbox"/> 48" Wire Shelving | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> 72" Wire Shelving | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> 48" L X 24" W Stainless Steel Table | <input type="checkbox"/> Other _____ |

The Downtown Allentown Market will have a liquor license. Do you have any felony convictions in the last 5 years or are you currently on probation for a criminal act?

Have you ever held a liquor license? If yes, is it active and in good standing? If not currently active what was the date it was last active? _____

Briefly describe your merchant concept, its originality and strengths for this market and within your product category: _____

Additional comments: _____
