

**Hay
Festival**
Hay-on-Wye

Food trader prospectus
27 May–6 June 2027

hayfestival.org

“

It was brilliant to set up once and then have 11 solid days of trading, with the steady footfall we'd been promised throughout. It was hard work, but easily the most lucrative event in our calendar.

Previous food trader

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Hay Festival Hay-on-Wye 27 May–6 June 2027

A world of different...

Hay Festival brings together artists and culturally curious audiences to share new ideas in Hay-on-Wye, 27 May–6 June 2027.

On the edge of the Bannau Brycheiniog National Park, our tented village offers a world of different experiences – talks, music, comedy, great food and drink, and the unexpected.

Launching the best new books, while offering insights and debate around significant global issues, our programme features award-winning writers, policy makers, pioneers and innovators from around the world.

And at night, the world's greatest performers take to the stage to offer a heady dose of entertainment and joy.

Why join us?

Feed our audience.

People from around the world travel to Hay Festival with more than 150,000 people visiting our free-to-enter Festival site.

Showcase your creations.

Food traders are a vital part of the Festival experience, providing our audiences an opportunity to try your delicious creations.

Be part of a quality experience.

Each year some of the very best Festival food traders tempt taste buds, and provide vegan, veggie and gluten-free options, ensuring there is something for everyone.

You're in safe hands.

Food traders are collectively located in our undercover Canteen. Long dining tables are regularly cleaned and rubbish is removed by our recycling team. You will be provided with a dedicated support team on hand to help you from install to derig.

What traders said about us in 2026

95% of our traders want to
return – here's what they say:

“A huge thank you on behalf of myself and the team – it's a real pleasure to trade at **an event that is so smoothly run**, with such clear communication and all of the information we need.”

“It was a real privilege to form part of what felt like **a fantastic food offering**, and we're very grateful to have been included.”

“I just want to say thank you to you and all the wonderful crew for the opportunity to share with you on **such a great event**. You all work so hard and manage to be lovely while you are doing it.”

“**We absolutely love it at Hay Festival.** Thank you again for having us on board and for being the absolute best team to work with.”



ER
AGGOTS
+ GRNY
£7.50
£10

BAR
FREE!

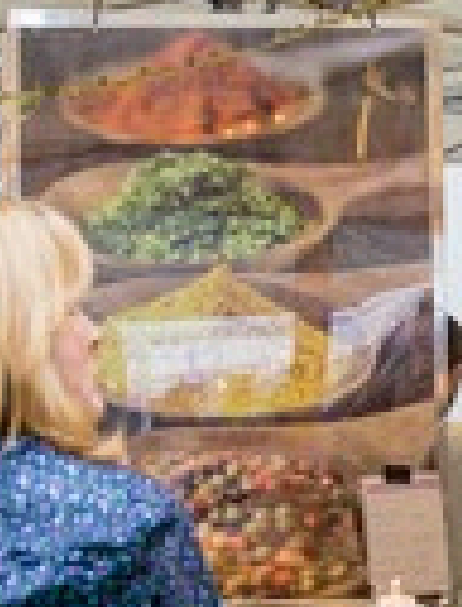
Sustainable
Green Trader
Award 2017

VEGGIE VEGAN

TRIPLE-COOKED
ORGANIC
CHIPS
Sqa

ORGANIC
TASTE TREATS
SET DRINKS
£2
ORGANIC
tea + coffee
£1.50

BANANA
FRITTERS
With Coconut &
Sticky Toffee Sauce
Gluten free & Vegan
£5



FOOD ALLERGIES
and
INTOLERANCES

THE
FRITTER SHACK
VEGAN CRISPY
FRITTERS
of & veggie mixed
veg fritters with
Tom + Tarragon £5
POTATOES & DAHL
cooked with a
Dahl £6
OF FRESH
2 £5
with home made
Tom + Tarragon

FRITTER SHACK

Commercial terms

High demand. Strong repeat participation. Proven trading opportunity.



Hay Festival 2027

Our food trader model is simple: 20% of net turnover, subject to a minimum guarantee.

Minimum guarantees are set using previous trader performance and the trading potential of each pitch. For experienced operators with a strong offer, efficient service and the capacity to serve at volume, **the commission threshold should be readily achievable.**

Our commission remains unchanged at 20%, while minimum guarantees have increased for 2027 to ensure each trader makes an appropriate minimum contribution towards the costs of delivering the Festival.

Rate card

We ask for 20% commission from all food traders, calculated on net turnover, with a non-refundable minimum guarantee. This minimum guarantee is payable prior to the Festival and deducted from the total commission due at the end of the Festival.

The Canteen is our main covered dining area, but there are other limited opportunities in our family area, an outdoor space that typically closes earlier in the evening.

Power and additional plumbing is charged separately and items not provided that you will need to bring:

- Front of house marquee or unit structure
- Back of house equipment and structures, e.g. fridge unit, van storage facilities, etc.
- Decoration and signage, including detailed menu boards and allergy signage.

Location	Size	Minimum guarantee	Included
Canteen	4m x 4m	£8,000 + VAT	• Front of house pitch in large communal covered marquee structure containing seating, lighting and coffee outlet • Back of house area – 5m x 10m, uncovered on grass • Access to your back of house area at each pitch • WiFi for up to 2 payment devices (extra can be booked at additional cost) • Access to a fresh water standpipe – if direct plumbing work is needed, extra charges will apply • Grey water waste removal • Daily parking (one vehicle) • Recycling and waste management throughout • Dedicated point of contact and guidance, plus production support • 24-hour security • Listing on printed on-site banner and in printed programme • Short promotional copy online
	5m x 4m	£10,000 + VAT	
	6m x 4m	£12,000 + VAT	
	Bespoke	POA	
Family area	3m x 3m	£3,850 + VAT	• Front of house pitch in the outdoor uncovered Family Area, with picnic benches and coffee outlet • WiFi for up to 2 payment devices (extra can be booked at additional cost) • Access to a fresh water standpipe – if direct plumbing work is needed, extra charges will apply • Grey water waste removal • Daily parking (one vehicle) • Recycling and waste management throughout • Dedicated point of contact and guidance, plus production support • 24-hour security • Listing on printed on-site banner and in printed programme • Short promotional copy online
	6m x 3m	£6,800 + VAT	
	Bespoke	POA	

Add-ons

	Cost	Notes
Power	To be confirmed with successful application	2027 prices TBC. 2026 prices were from £345 for a single 3kW domestic square pin socket to £2,510 for a 63amp 3 phase round pin socket.
WiFi Plus (includes web browsing)	To be confirmed with successful application	2027 prices TBC. As a guideline, 2026 prices were from £300 for up to 4 devices.
Water & plumbing	To be confirmed with successful application	1 x IBC waste unit (for basic daily use). Access to a standpipe – if direct plumbing work is needed, extra charges will apply.
Event sponsorship	Traders benefit from 50% off sponsorship rates	Includes complimentary front row tickets, credit on tickets, website, and online & print programme.
Print programme advert	Traders benefit from 25% off advertising rates	Available on ¼, ½ and full page ads. 25,000 brochures are produced and distributed nationwide.

Important information

The Festival is always working towards reducing its carbon footprint. With this in mind, we prefer suppliers who source higher welfare ingredients and ethical produce.

Each caterer must be able to provide vegan, vegetarian and gluten free options.

Each caterer must provide a child-friendly, lower priced option.

Main course dishes to be priced at circa £12–£17 each.

50% deposit due by 5 February.

Full balance due by 16 April.

How to apply

**Apply online here by 8 January 2026
(www.hayfestival.com/trader/caterer).**

Successful applicants will be notified by 22 January and will be required to complete the booking form, pay deposit and sign contract by 5 February.

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Join us in 2027
for our 40th
anniversary!

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Get in touch

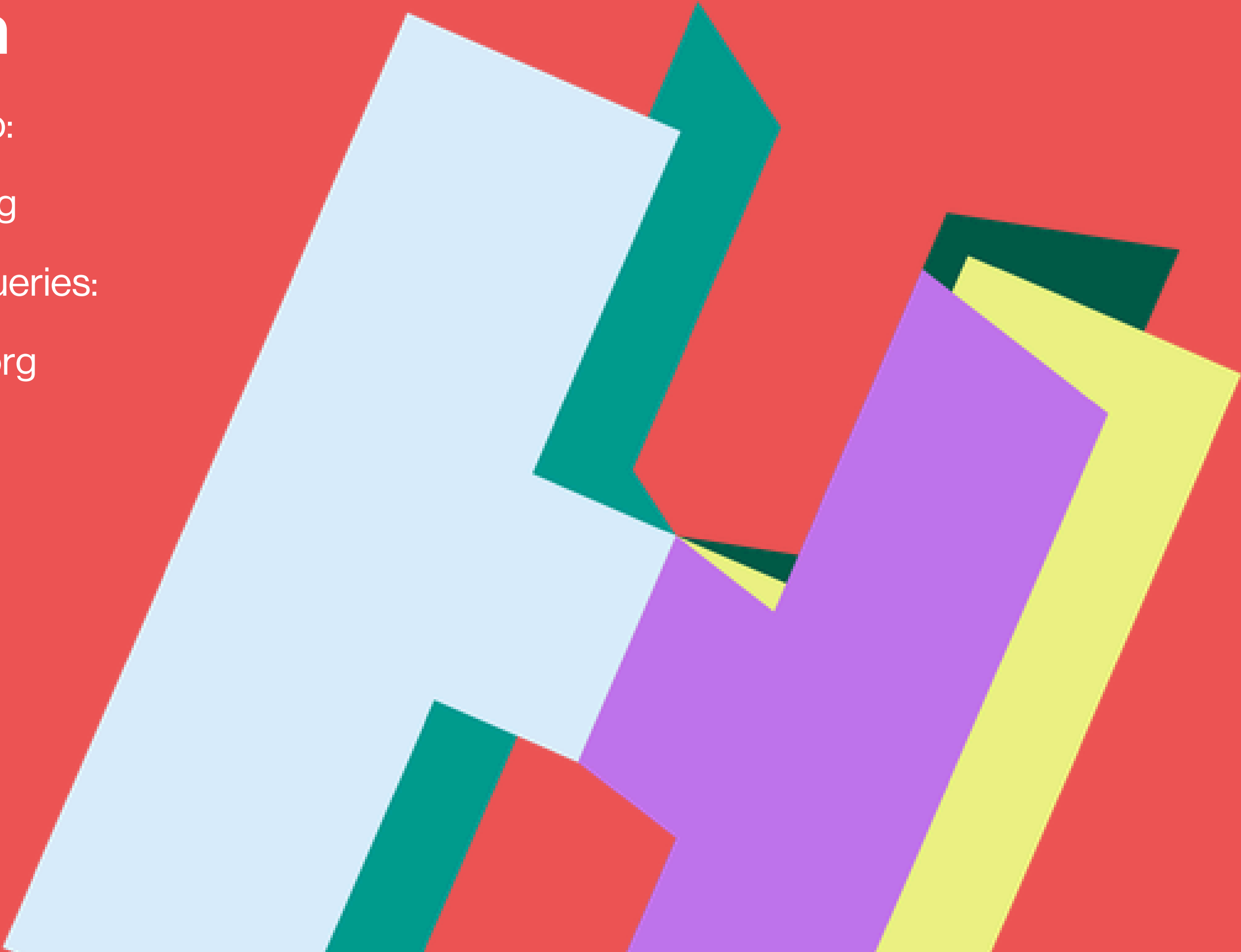
Booking and more info:
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penny@hayfestival.org

Site and production queries:
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