Test a booked office lunch pickup.

Warm roast-chicken or chickpea flatbreads, labelled for each person and collected together in a reserved time slot.

294-312 BOURKE STREET / 20 NOVEMBER 2026

Why this address is worth a trial

The block recorded 2,292 jobs and 925 seats in 2024. A counter 69 m from the address recorded a median 4,455.5 passages from noon to 14:00 on 20 weekdays in October 2026. One person can pass twice. Office attendance and orders remain unmeasured.

What nearby competitors already sell

Hella Good offers group souvlaki packs and lists an individual chicken catering option at A$19.50. Nosh at Galleria sells bowls and catering. Soul Origin at Galleria sells sandwiches, salads and corporate catering. EARL also offers catering pickup. Test how reliably your team serves a booked slot.

How the food mix compares

Of 528 previously unconfirmed branches, 190 gained a type from a branch menu or offer (24), a matched city profile (114) or an open-map cuisine tag (52). 338 remain unconfirmed locally. The original 221 assignments are trading-name inferences.

Food type	Within 500 m	Reference	Revised SI
Mediterranean & Middle Eastern	9 / 749	19 / 908	0.6x
Chicken	15 / 749	11 / 908	1.7x
Salads & bowls	11 / 749	4 / 908	3.3x
Sandwiches	10 / 749	16 / 908	0.8x

The index divides the local food-type share by its share beyond 1 km in the municipality. Both totals include unknowns (442 in the reference). A small reference count makes the index sensitive to a few reclassifications.

When to pursue a lease

Sell both options to office teams on comparable weekdays. Compare booked team collection with individual pickup at the same price. Track repeat paid orders, wait time, waste and contribution per order after variable costs. Pursue a unit only if repeat daily orders cover quoted fixed costs at the tested margin. David Jones lists Squiseato inside the address range. Verify the unit, rent and use permissions.

Sources and branch evidence

City census and counters · Hella Good menu · Interactive map and study