

# Multicultural Festival SA 2025

23 November 2025 · Tarntanyangga / Victoria Square, Adelaide

Six hours. One cultural stall. A complete picture of what sold, when, and why — to inform every decision in 2026.

**\$1,285**

CARD REVENUE

**273**

UNITS SOLD

**138**

TRANSACTIONS

**~\$214**

REVENUE / HOUR

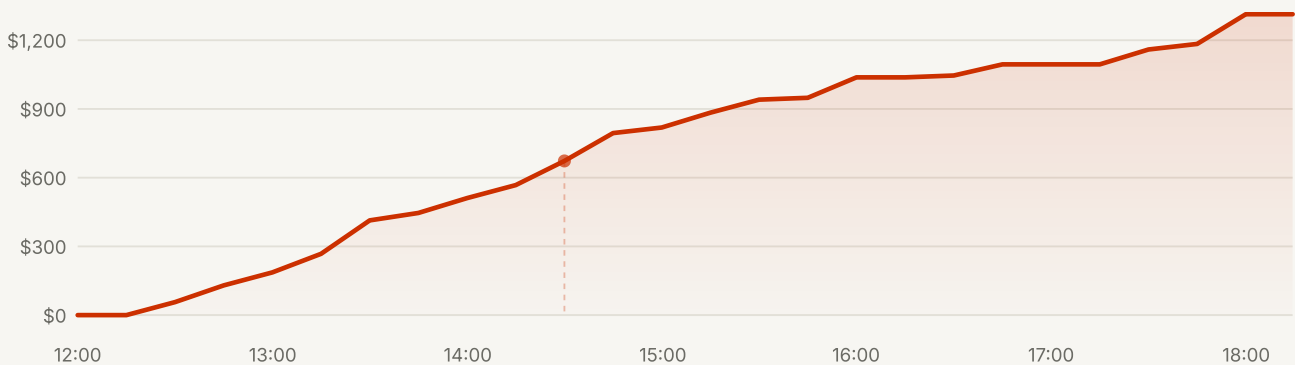
01 / 04

## How revenue built across the day

Cumulative card revenue in 15-minute intervals, 12:00 pm – 6:30 pm. Reveals peak trading windows and the late-afternoon recovery.

Peak window · 2:30 – 3:30 pm · \$337 in 60 min

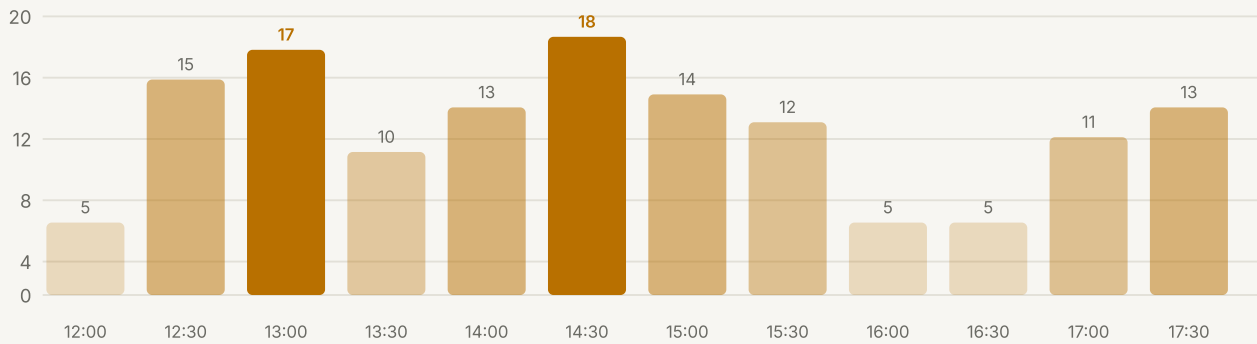
Late surge · 5:00 pm – close · +\$186



The stall crossed **\$1,000 by 4:00 pm** — 78% of total card revenue in the first two-thirds of operating time. A late surge between 5:00 pm and close added \$186, suggesting the festival crowd lingered well into the evening.

## Transaction volume by 30-minute window

Number of card transactions per half-hour slot. Identifies peak service demand versus quiet periods — critical for staffing in 2026.



Two distinct peaks: 12:30 – 1:30 pm (lunch rush, 32 transactions) and 2:30 – 3:30 pm (32 transactions). The 4:00 pm dip to just 5 transactions reflects afternoon heat fatigue before the evening crowd returned.

## Units sold & revenue by product

Actual Square POS unit counts. Cold compote led on volume; savoury piroshki led on revenue. Medovik sold out entirely despite limited supply.

### Cold compote

\$3 per cup

**107**

UNITS SOLD

\$321 revenue

SOLD OUT

### Savoury piroshki

\$5 per piece

**99**

UNITS SOLD

\$495 revenue

★ TOP REVENUE

### Sweet piroshki

\$7 per piece

**44**

UNITS SOLD

\$308 revenue

SURPLUS

### Medovik

\$7 per slice

**23**

UNITS SOLD

\$161 revenue

SOLD OUT

### ★ AHA MOMENT

**Cold compote sold out.**

**Hot tea: negligible demand.**

In an outdoor summer festival, temperature drives beverage preference absolutely. Price and product quality are secondary to context.

### EXCLUDED FROM REVENUE CHARTS

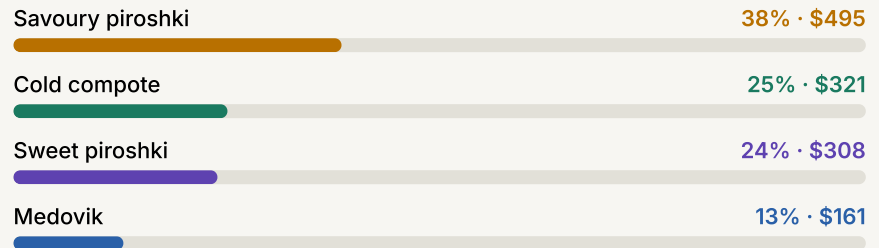
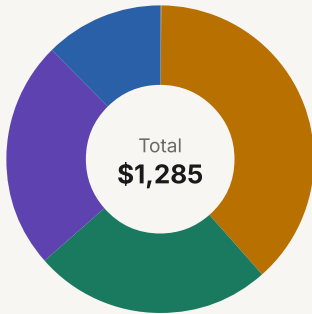
**Hvorost & hot black tea**

Both demonstrated negligible conversion in the summer outdoor context — excluded due to minimal sales impact, not product quality.

Cold compote was the **volume leader** (107 units, sold out) while savoury piroshki generated the **most revenue** (\$495). Medovik sold only 23 units but sold out — constrained by supply, not demand. Sweet piroshki at the same \$7 price moved 44 units with surplus, suggesting **filling type matters more than price** at this tier.

## Revenue composition — what each product contributed

Each product's share of total card revenue (\$1,285). Shows how the menu performed as a portfolio, and where volume versus price drove the result.



### OPERATIONAL OUTCOME

**~Break-even**

on recorded financials

### IN-KIND CONTRIBUTIONS

**Significant**

prep, transport, kitchen — unrecorded

Savoury piroshki and cold compote generated **63% of card revenue**. The activation concluded at approximately break-even level on recorded figures. This does not capture the full scope of **in-kind contributions** — food preparation, transport, and commercial kitchen access at Aberfoyle Community Centre. A small government contribution supported operational sustainability and reduced financial risk associated with community-led festival participation.

### Nina Iouguina

Chairperson, Prima Nota Inc.

Source: Square POS transaction data, 23 November 2025 · Unit counts from POS records · Cash sales (~\$63) excluded from product breakdown · All figures AUD

**2025**

Prima Nota Inc.  
South Australia