

April 15th, 2026

Bloom Inn

Exhibitor Briefing

BORD BIA
Bloom



Agenda

- 09.30 Welcome and Intro
- 09.35 Bord Bia Bloom and Bloom Inn
- 10.00 Operations and Logistics
- 10.25 Trade Breakfast
- 10:40 Promote your presence at Bord Bia Bloom
- 10.55 Close

Q/A Format and Briefing will be recorded



Bord Bia Bloom



Bord Bia Bloom 2025

Phoenix Park

Thursday May 29th - Monday June 2nd



106
Food Village
Exhibitors

6 stages
200+ live
talks, demos and
acts

20
Show
Gardens

16
Plant
Nurseries

170 Indoor
and Outdoor
Retail Exhibitors

70 outdoor
Food Trucks
3 Indoor
Restaurants

Our audience

Over 100,000 people visited Bord Bia Bloom 2025



33% **67%**

Male Female



35%

over 55 years of age



65%

under 55 years of age



50%

parents



30%

first time visitors



49%

have attended 2-5 times



21%

have attended more than 5 times



73%

came primarily to see
the show gardens



84%

plan to return in 2026



€231

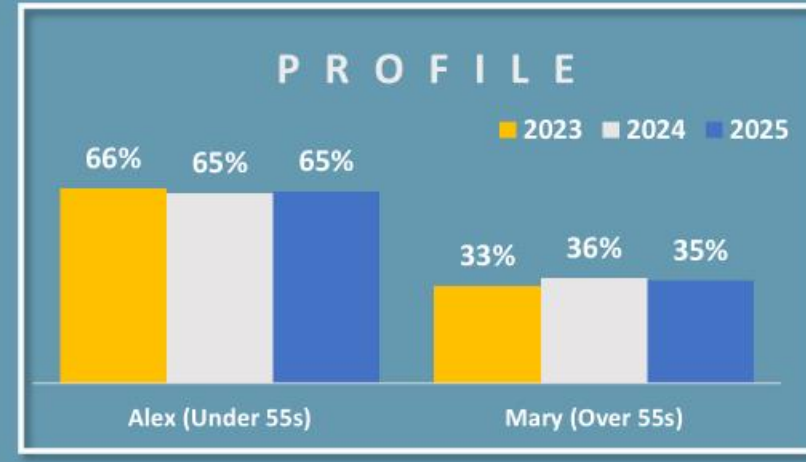
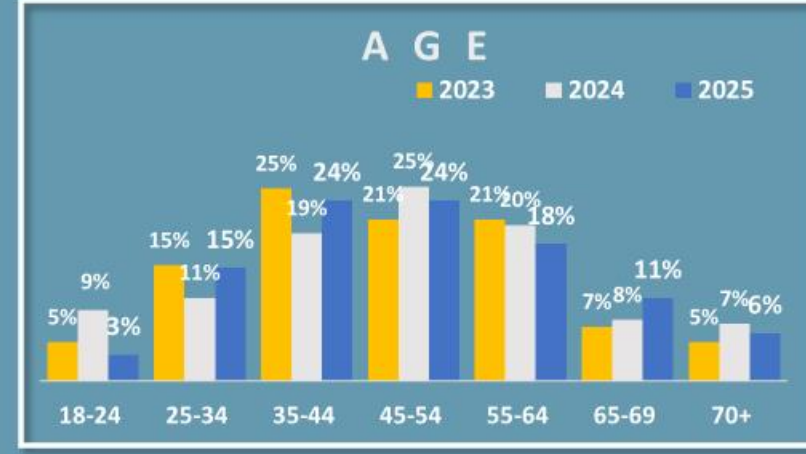
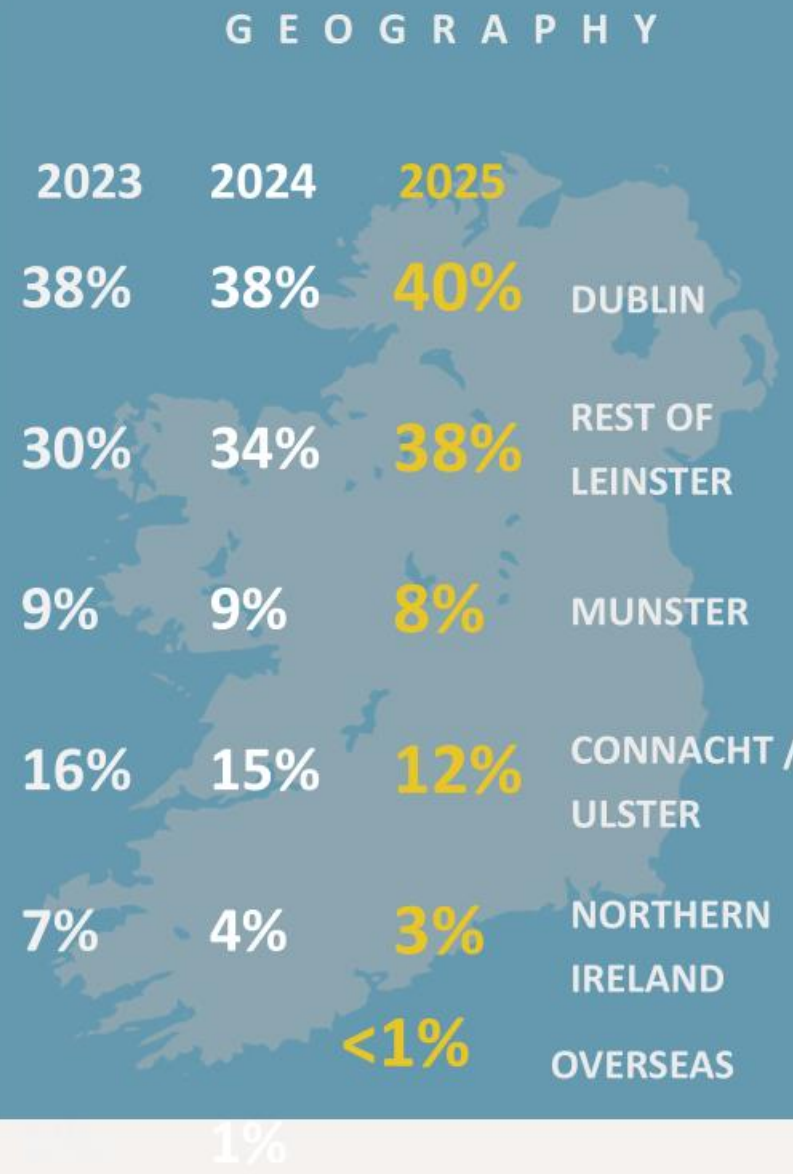
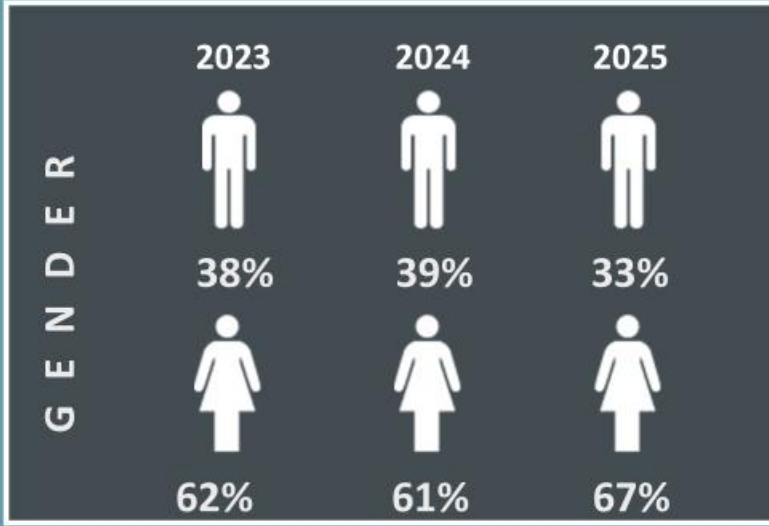
was the average spend
at the event



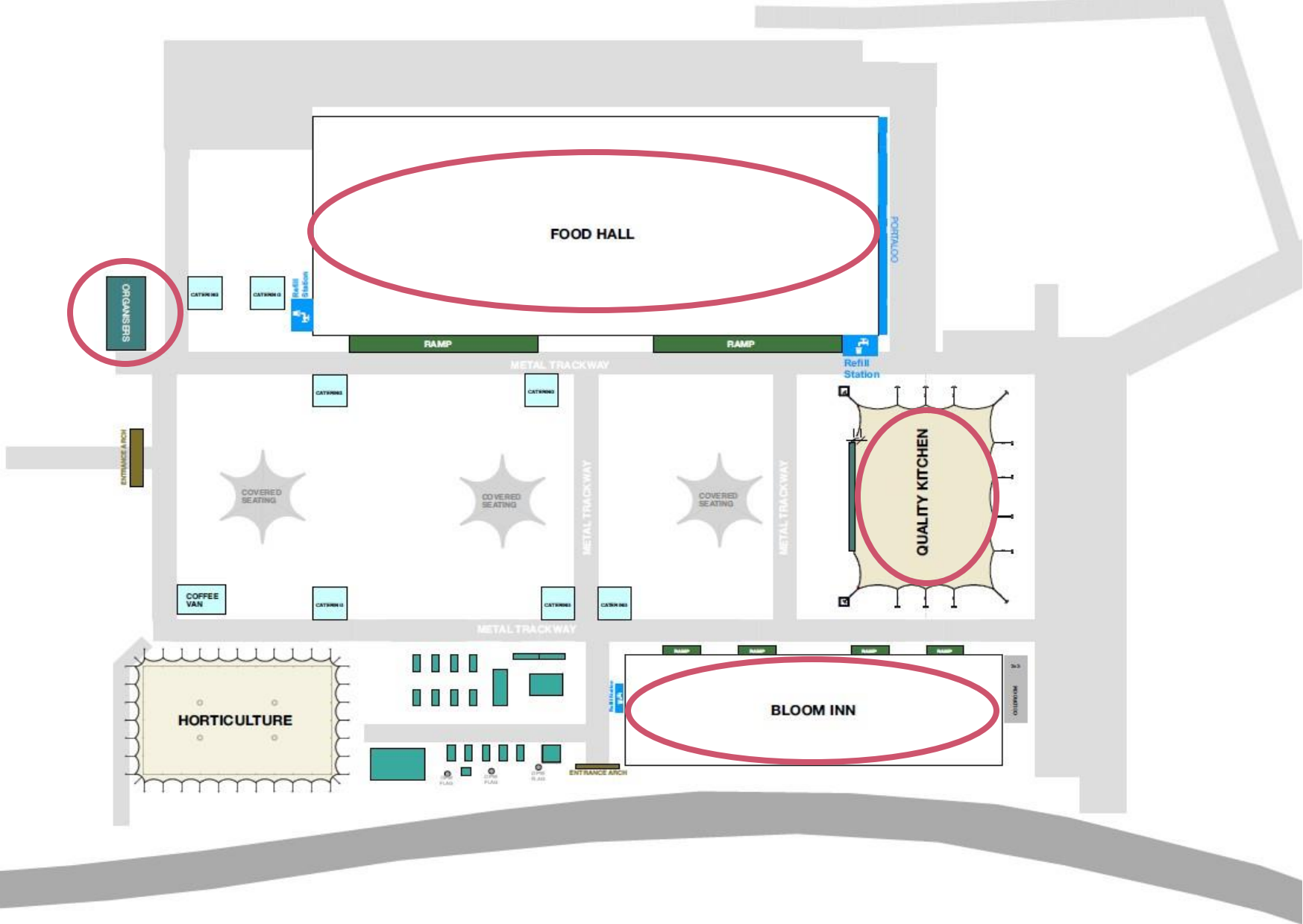
+50 NPS

up 3% YoY

VISITOR DEMOGRAPHIC – At Event 2025



Food Village Site Plan



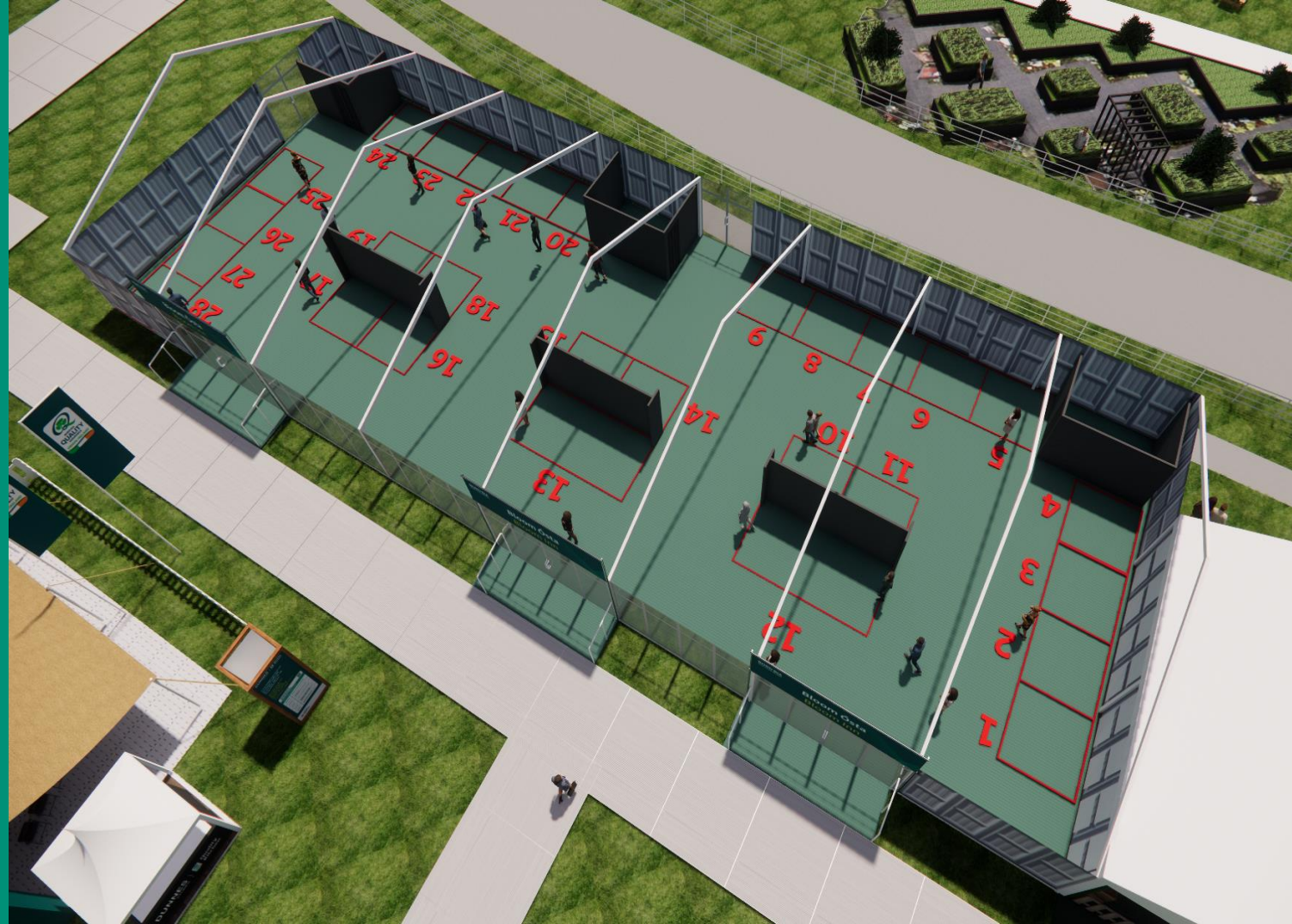
Bloom Inn

BORD BIA
Bloom



Bloom Inn Overview

- 26 Exhibitors + Discover Poitín Feature
- Single stand - space only - 2.5m by 2.5m
- Structural Walls - Center Blocks
- Height restrictions - 2440mm high
- Tall units - Be mindful of neighbours
- Exhibitors must operate within Stand Boundaries
- Brand / Product Display - exhibiting company only
- Floorplan - available on the Exhibitor Zone



Participation Package

Stand
2.5m x 2.5m

1 double
socket

1 kW power

1 car park
pass

Exhibitor
wristbands

Comp visitor
tickets

Communal
wash-up area

Communal
cold room

Communal
freezers

Website
listing

Trade
breakfast



Exhibitor Wristbands

Daily Wristbands:

Valid only on the day specified on the wristband.

Full Wristbands:

Valid on all days.

Collect Onsite:

Food Village Organisers.

Stand Size	Daily Wristbands	Full Wristbands
Single	2 for each day (2 for Thursday, 2 for Friday, 2 for Saturday etc.)	3
Stand Size	Daily Wristbands	Full Wristbands
Double	3 for each day (3 for Thursday, 3 for Friday, 3 for Saturday etc.)	4

Complimentary Visitor Tickets

Digital Codes

Release Date: May 2026

Where: MBB Dashboard

Single Stand

10 Complimentary Tickets

(use on any day)

Double Stand

12 Complimentary Tickets

(use on any day)

Sales

- All alcohol and no/low alcohol product must be sold in a single serve format for onsite consumption
- Sales of 70cl spirit bottles (take home only)
- Set pricing structure

Drink Pricing Structure	
Beer/Cider 500ml	€6.50
Beer/Cider 250ml	€4.00
Cocktail	€9.00
Spirit and Mixer	€9.00
Wine (Standard Glass)	€9.00

- ✘ Retail unit bottle/can (beer/cider/spirits/wine).
- ✘ Multi buy promotions
- ✘ Do not serve customers who appear intoxicated



Sampling

Item	Sample Size
Beer	50ml
Wine	30ml
Spirit	5ml

1. ID
2. Compostable Packaging

Ice



Electrics and Refrigeration

Each exhibitor will receive 1 double socket and 1kW Power

- **Do you need additional sockets and/or power?**
- **Do you need to hire a fridge or freezer?**



Food Village Exhibitor Zone

BORD BIA
Bloom



Operations and Logistics



Bord Bia Bloom in Numbers



- 70 Acre Site
- 4.6 Kilometres of Track and Walkway
- 9,500 sqm of Marquees
- 600+ People Involved in Event Build
- 300 Exhibitors
- 100,000+ Visitors in 2025



The Food Village



Access Red Car Park

Exhibitor Parking

Access Red Car Park
(Buildup)

General Points to Note

- **Security** will be present on a 24hr basis for the duration of the exhibition build, show days and breakdown. However, tools, materials and personal items are the responsibility of each exhibitor. You are strongly advised not to leave valuable items unattended during the build-up and breakdown periods, or during the event itself. Car parks are not patrolled at night.
- **Delivery Access Schedules** will be in operation during the buildup days to ensure smooth access for everyone so please arrive during your allocated slot.
- **Electricity** is provided by onsite generators. This means careful calculation of the electrical loading for each area of the Bloom site is required, so advance notice of your electrical requirements is crucial.
- **24hr Power Supply** to your stand must be ordered in advance of going onsite using the Electrical order form in the Exhibitor Zone.
- **Plumbing** Orders for water and waste connections, and for dedicated hand washing sinks, can be placed via the Exhibitor Zone.
- **Storage Space** within the Bloom Inn is limited to exhibition stands, plus three communal preparation and storage areas.
- **Communal Cold Storage** will be provided beside the Bloom Inn.



Exhibiting at Bloom

Four Stages

1. Pre-event Planning
2. On-site Setup
3. Show Days
4. Event Breakdown



1. Pre-event Planning

- **Exhibitor Zone and Exhibitor Manual** Contain important information, review in detail
- **Place Orders** for services or items required for participation within stated deadlines
 - - Additional electrical supply and/or sockets, 24-hour power supply
 - - Dedicated hand-washing sinks (also require power supply)
 - - Dedicated WiFi connections must also be ordered in advance if required
- **Submit Documentation** as requested. Remember to include your company name and stand number on all submissions
 - - Risk Assessment
 - - Method Statement
 - - Portable Appliance Testing (PAT) Certs for electrical appliances
 - - Insurance, including Contractor Insurance Confirmations

2. On-site Setup and Access to the Bloom Site

- Access Schedule

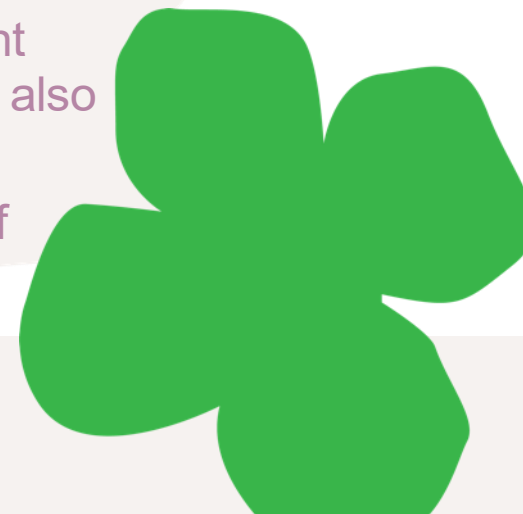
Stand Build-up	Exhibitor Access
Monday, May 25th	12pm - 6pm
Tuesday, May 26th	9am - 6pm
Wednesday, May 27th	9am - 6pm
- Hi-Viz Vests must be worn by everyone accessing the Bloom site during the setup days
- Parking is available in the Red Car Park. Parking is not permitted within the Food Village, all areas must remain clear for emergency access
- Deliveries to your stand Vehicles delivering materials and/or stock to your stand must be moved to the Red Car Park once unloaded. They must not remain in the Food Village
- Courier Deliveries A company representative must be onsite to receive deliveries and couriers must be provided with the following information: 1. Company Name, 2. Stand Number, 3. Bloom Inn in the Food Village and 4. Contact phone number for on-site representative
- Powered Pallet Trucks are not permitted on marquee entrance ramps or in the hall, the ramps are not strong enough to support this level of weight, or to be driven on
- Trackway Vehicles must drive on the steel trackway within the Food Village, not on the grass
- Children under 16 years of age are not allowed on to the event site during the build-up, re-stocking and breakdown periods.

3. Show Days

- Access Schedule

Show Open Days	Opening Hours	Exhibitor Access
Thursday, May 28th - Monday, June 1st	9am - 6pm	7.30am - 7pm

- Parking in the Red Car Park
- Wristbands are required by all personnel working on your stand. Access to the Bloom site will not be permitted without a wristband so please ensure they are distributed in advance
- Deliveries to your stand must be completed by 8am and vehicles must be removed from the Food Village, either off-site or to the Red Car Park. Restocking within the hall can continue until 9am
- Courier Deliveries will only be permitted during the official restocking hours
- Sampling and Promotions must be confined to your allocated stand and aisles must be kept clear at all times
- Waste Materials must be removed from your stand at regular intervals to prevent buildup and potential hazards. Segregated bins are provided within the hall and also behind the hall for larger items and for glass
- Food Village Organisers Office The team will be on hand throughout the event if you have any queries or require assistance



4. Event Breakdown

- Access Schedule

Breakdown	Exhibitor Access
Monday, June 1st	6pm - 10pm

- **Hi-Viz Vests** The Bloom site will be designated a construction site from 6pm on Monday, June 1st and everyone remaining on-site must wear a high viz vest so please ensure your staff have these to hand
- **Parking in the Red Car Park**
- **Stock and Exhibits** must be removed from site on Monday evening, June 1st
- **Collections from your stand** Vehicles collecting materials and/or stock from your stand must be moved to the Red car park if remaining onsite once loaded. They must not remain within the Food Village as space is limited
- **Motorised Vehicles** are not permitted on marquee entrance ramps or in the marquee
- **Trackway Vehicles** must drive on the steel trackway within the Food Village, not on the grass
- **Traffic Management Plan** will be in operation. Please follow security staff directions and route for entering and exiting the Food Village

Health and Safety – Everyone’s Responsibility

Under the Health, Safety and Welfare Act 2005

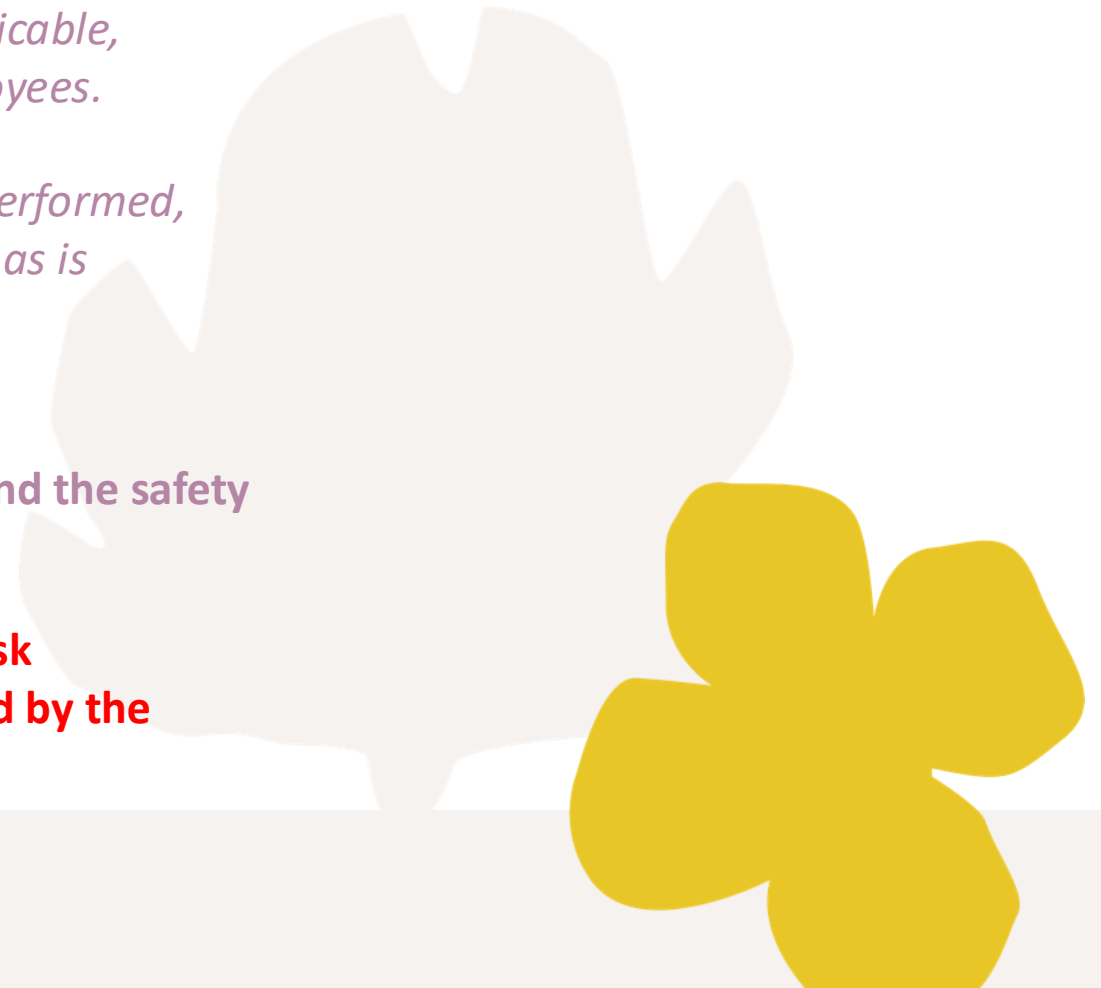
States:

Every employer shall ensure, so far as is reasonably practicable, the safety, health and welfare at work of his or her employees.

Providing systems of work that are planned, organised, performed, maintained and revised as appropriate so as to be, so far as is reasonably practicable, safe and without risk to health;

In other words, we are responsible for our own safety and the safety of those around us!

To show compliance a written method statement and risk assessment must be submitted in advance and approved by the safety team before you arrive on-site.



Risk Assessments and Method Statements (RAMS)

What are they and who needs them?

An exhibition stand is considered to be an extension of your workplace, so the same requirements apply under the Safety, Health and Welfare at Work Act 2005, Chapter 1, Paragraph 8, subsection 2 (b).

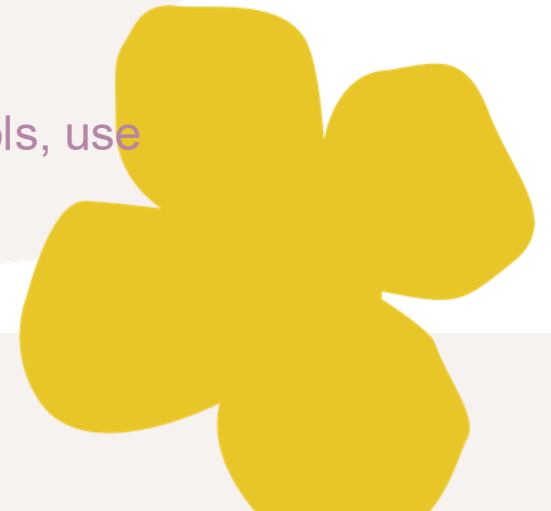
Risk Assessments (RA) are used to identify potential hazards involved with a specific task or set of tasks.

Method Statements (MS) are used to describe how a task or set of tasks will be carried out while also outlining the control measures which will be implemented to mitigate the identified risks.

RAMS documentation must be submitted by every exhibitor:

- Briefly detail the processes involved in the stand setup, during show days and removal
- Identify potential hazards (installation of graphics, moving heavy weights)
- Outline mitigating measures (avoid working at height by using extendable tools, use a hand trolley, proper training of staff)

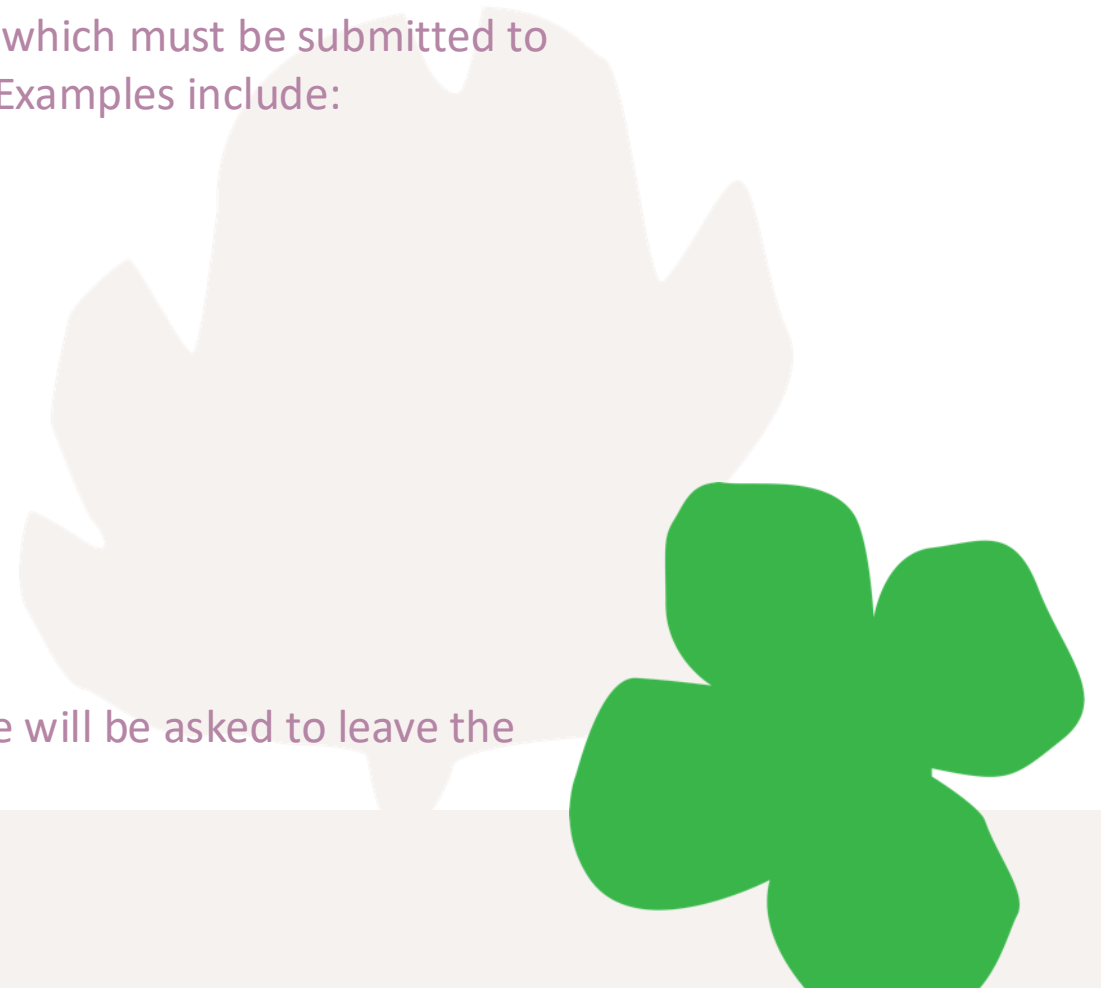
A sample template is included in the Exhibitor Zone.



Health and Safety

- Gas Appliances are not permitted
- Electrical Portable Appliance Testing (PAT) Certs
Equipment with a plug must have a valid PAT certificate which must be submitted to the Food Village team in advance of the event buildup. Examples include:
 - Fridges
 - Freezers
 - Kettles
 - Microwaves
 - Cooking appliances
- Extension leads are **not** permitted
- Electrical leads with nicks or tears must be replaced

Anybody found interfering with the electrical infrastructure will be asked to leave the site.



Sustainability at Bord Bia Bloom

<https://www.bordbiabloom.com/green-initiatives-at-bord-bia-bloom/>

As one of Ireland's largest festivals, sustainability plays an important role in terms of hosting the event and minimising its environmental impact. As part of this a range of initiatives have been introduced each year, including:

- **Sustainability Working Group and Bloom Sustainability Plan** to build on the sustainability initiatives introduced and implemented each year
- **Low-Carbon Fuel:** Hydrotreated vegetable oil (HVO), a sustainable biofuel, is used to fuel generators and shuttle buses. This has resulted in an 90% reduction in emissions
- **Compostable Packaging:** All food truck vendors must use compostable packaging and serving materials, and all exhibitors must use compostable sampling materials, preferably those approved by the [Cré accreditation scheme](#)
- **Promotion of Local Sustainably Produced Food and Drink** from members of Origin Green / Bord Bia's Sustainable Quality Assurance Schemes



Sustainability at Bord Bia Bloom



6,372

Disposable cups diverted from waste via 2GoCup scheme



2,600

Reusable cups/bottles brought to the festival by visitors



1,665

Visitors arrived by bicycle



20,000+

Visitors used public transport to get to the festival



1,352 KG

Food rescued by FoodCloud



1,446 KG

Food waste processed via our biodigester system



13,389

Cans/bottles donated via Re-turn collection system



23,571

Water used to refill reusable bottles via our hydration stations



3 tonnes

Used coffee grounds collected and donated to the OPW for use in composting



90%

Reduction in event power and bus fleet carbon emissions through the use of HVO (Hydrotreated Vegetable Oil)



No landfill waste

Treated waste is used to generate heat and power which is donated to community projects in Co. Laois

ISO 20121:2024 Certification

Bord Bia Bloom, as part of its commitment to sustainability and responsible event management, has undertaken and successfully achieved event certification to the ISO 20121:2024 international standard.

- ISO 20121:2024 provides a structured framework that integrates sustainability into every stage of event planning and execution
- The purpose of the standard is to ensure that all stakeholders, venues, event and festival organisers, subcontractors, and exhibitors, seek to maximise sustainability, minimise our environmental impact, and promote eco-friendly practices among our visitors.
- Surveys form part of the framework process so Tony Brady and the team from Business Information Group (BIG) will be in touch again this year to ask you to complete a short survey.



Waste Management at Bloom

Is a key element of event operations with correct segregation of materials at its core.

Six waste streams operate throughout the Bloom site:

Recyclable Waste: Clean and dry paper, cardboard, plastics. Make sure all cardboard boxes are flattened and any tape is removed before placing them in a bin!

- **Re-Turn:** In-scope aluminium cans and plastic drinks bottles
- **Glass:** Bottles and jars
- **Compostable Waste:** Compostable food packaging including coffee cups, food waste, green garden waste
- **WEEE Recycling:** Spent batteries (AA, AAA, etc.) and vapes
- **General Waste:** Items which aren't suitable for the recycling, return, glass or compostable waste streams.

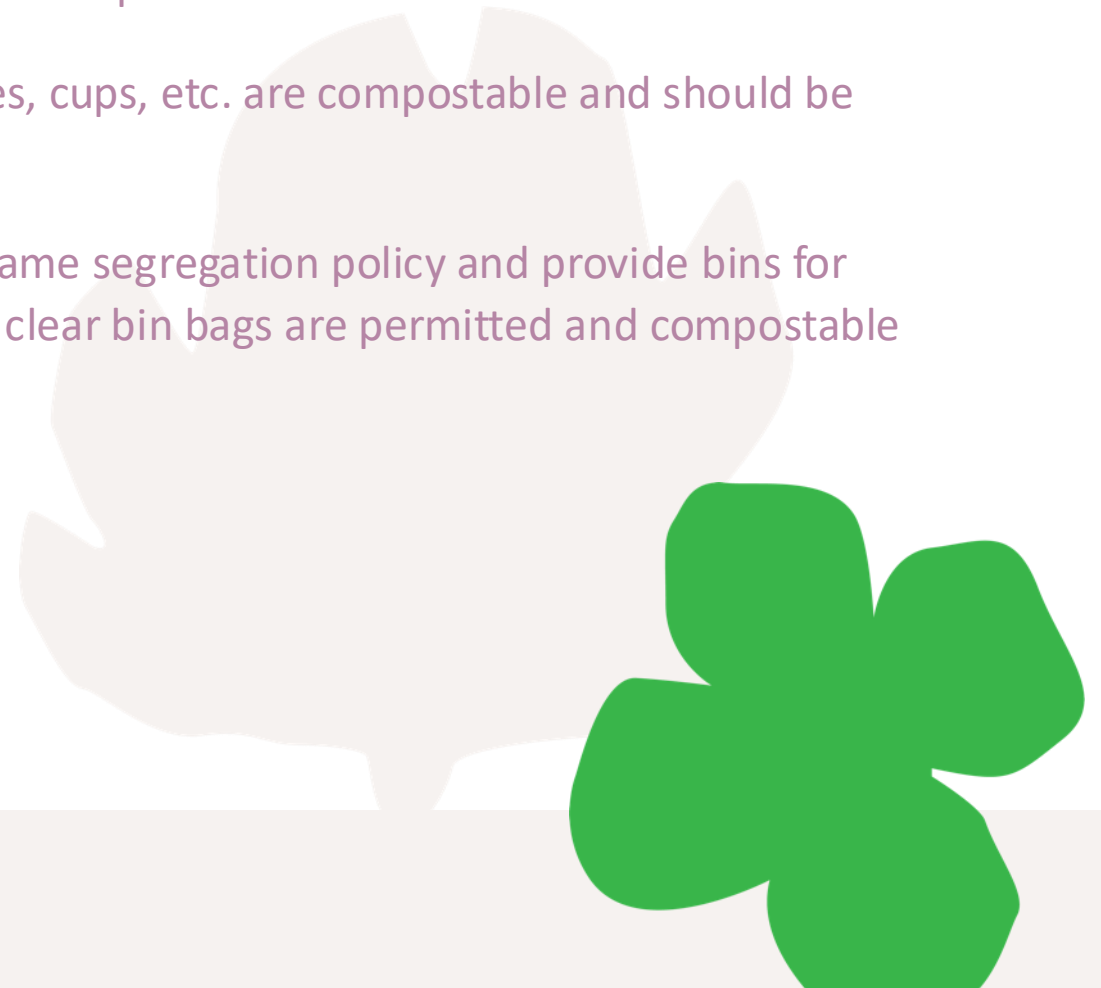
NOTE: Waste oils, pallets and other materials which are not suitable for any of these streams are the responsibility of each exhibitor and must be appropriately removed from the Bloom site.



waste managed and

Waste Management at Bloom **How can you help?**

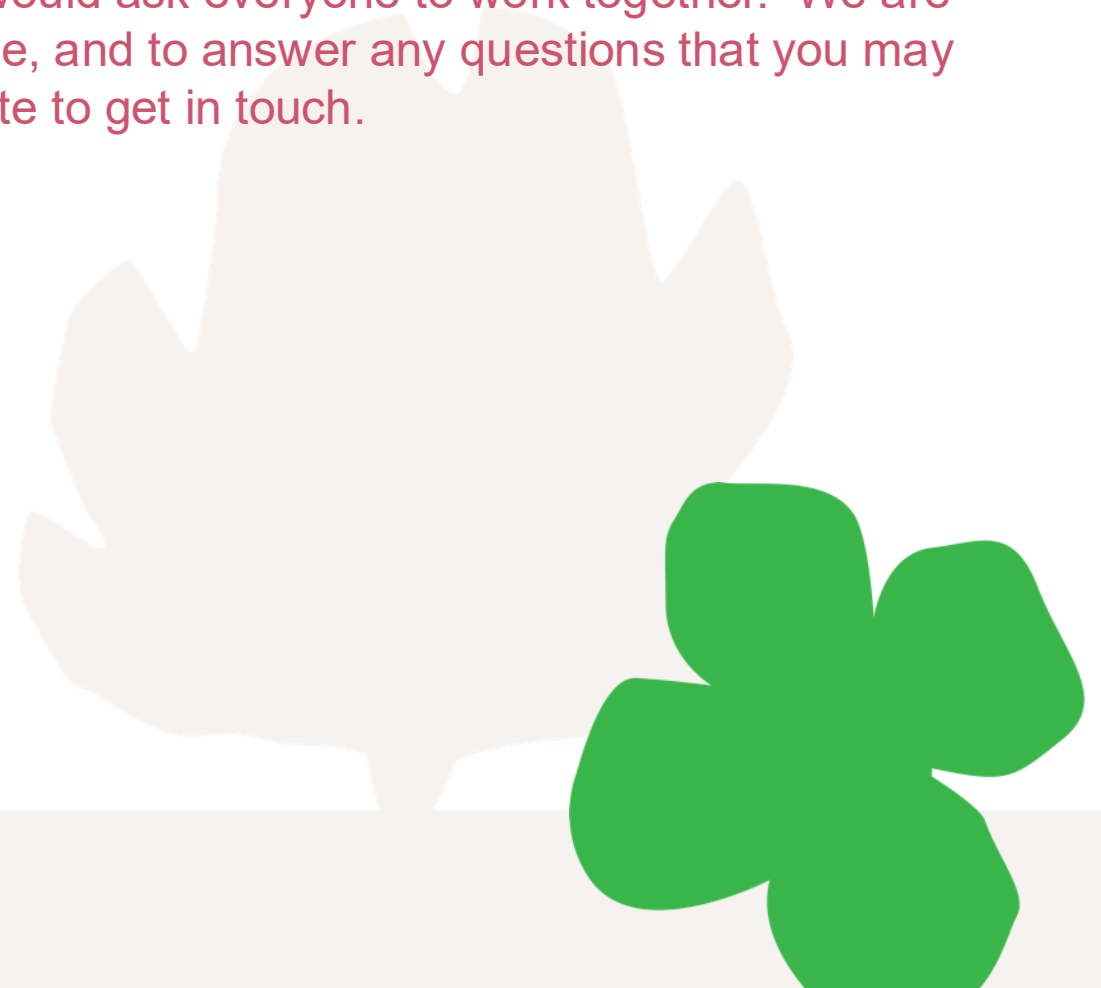
- **Check signage** and work with Bloom staff to properly separate waste at designated bins.
- **Minimise packaging** on goods brought onto the Bloom site and dispose of it in the correct bins.
- **Sampling product** - let visitors know that the sampling glasses, cups, etc. are compostable and should be placed in the compostable bins.
- **Bins** If you have a bin on your stand, you must practice the same segregation policy and provide bins for recycling, compostable waste, general waste and glass. Only clear bin bags are permitted and compostable bags must be used in compostable bins.



...and finally

There will be hundreds of exhibitors and contractors on site during the final build week of Bloom. We are building a small town in a number of weeks so we would ask everyone to work together. We are here to help make the experience as smooth as possible, and to answer any questions that you may have in relation to participation, so please do not hesitate to get in touch.

Enjoy your Bloom Experience!



Thank You

Questions?

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Exhibitor Briefing - Trade Breakfast

April 14th & 15th 2026



Friday, May 29th

7AM - Buyers arrive on site for registration

7:30AM - **Networking** breakfast and CEO welcome takes place at Country Crest Restaurant

8AM onwards - Buyers visit Food Village & Bloom Inn





- Mobiloo Accessible Toilets and Changing Room (15)
 - The Seafood Terrace (16)
 - The Seafood Kitchen Demonstrations (17)
 - Garden View Restaurant (18)
-
- Show Gardens Entrances (19, 20)
-
- OPW Playground (21)
 - Budding Bloomers Stage sponsored by Rollercoaster (22)
 - Botanical & Floral Art in Bloom Exhibition (23)
-
- Entertainment Stage (24)
-
- Sustainable Living Stage sponsored by CERTA Ireland (25)
 - Design & Crafts Council of Ireland Irish Craft Village (26)
 - AgriAware Farmyard (27)
-
- Horticulture is Life - Supporting Irish Growers Towards A Sustainable Future for All (28)
 - Eat Well Garden (29)

BORD BIA
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Trade Breakfast



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#BordBiaBloom

IN ASSOCIATION WITH



OPW

Óigín na
Uachtarána Poblaithe
Oifige de Phoblaithe

RTÉ

250 buyers across Retail and Foodservice



Maxol

AVOCA



DUNNES STORES

TESCO

Musgrave



COMPASS IRELAND



fresh THE GOOD FOOD MARKET

M&S EST. 1884

Sysco



Taste the View IRISH ARTISAN FOODS



Preparation = Advantage



Know your customer better than anyone else

- Deep Drive: Strategy, Position, Category
- Visit at least one outlet
- Understand:
 - Their shopper
 - Their price architecture
 - Their current gaps

Think Like A Buyer: Solving a Problem

- Put yourself in shoes of the customer
- Understand buyer perspective



The Networking Breakfast & Stand Strategy

- Be Strategic, work the room!
- **Nail your nutshell:**
 - Who you are
 - What makes you different
 - Why it matters to *them*
- **Know what you need to learn:**
 - Range Gaps
 - Buyer Priorities
 - Decision Timelines



Tell me about ME

Tell me about YOU

Tell me about ME & YOU

Bord Bia Resources



**Foodservice Directory
Flipbook**

[View Here](#)



**Irish Foodservice
Market Insights report**

[View Here](#)



**Irish Retail Market
Insights Report**

[View Here](#)

<https://www.bordbia.ie/food-village-exhibitor-zone/trade-buyer-breakfast/>

A decorative background featuring several stylized flowers. A large purple flower is in the top right corner. A large white flower is in the bottom right corner. A smaller white flower is in the center. The text is overlaid on a light beige horizontal band.

Who are your priority
targets?

Bord Bia Contacts -



Adam Baker

Global Retail Specialist
E: adam.baker@bordbia.ie
M: 0879937350



Maureen Gahan

Global Foodservice Specialist
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BORD BIA
IRISH FOOD BOARD

Bord Bia
Bloom 2026
Communications & PR



Bloom offers more than sales



Bloom offers:

- Brand awareness
- Media exposure
- New customers
- Trade relationships
- Product launches
- Consumer feedback

And we would really encourage you to embrace all opportunities.

Critical areas of work

- Onsite active press office
- Always on social media
- Influencers
- Live broadcasts and podcasts
- VIP visitors



What's your story?

Our ask: give us a reason to talk to media on your behalf.

Our job is to:

- Push stories
- Generate interest
- Drive visitors

....and ultimately help bring **new customers to you**



What's a story?

- New product launches
- First-time exhibitors
- Anniversary milestones
- Export / new business growth
- Local producer stories
- Innovation
- Collaborations



Key opportunities

- 5-day show!
- Regional media
- Friday morning breakfast – food and drink focus
- Weekend business shows, media
- Media interviews onsite (unplanned)
- Social media
- Competitions
- VIP guests / brand ambassadors



Media Accreditation & PR Forms

- Media accreditation open on www.bordbiabloom.com
- If you have relationships with journalists or media contacts, please encourage them to apply for media accreditation.
- PR form reminder



Thank You

Questions?

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