

# Exhibitor Briefing - Trade Breakfast

April 14<sup>th</sup> & 15<sup>th</sup> 2026



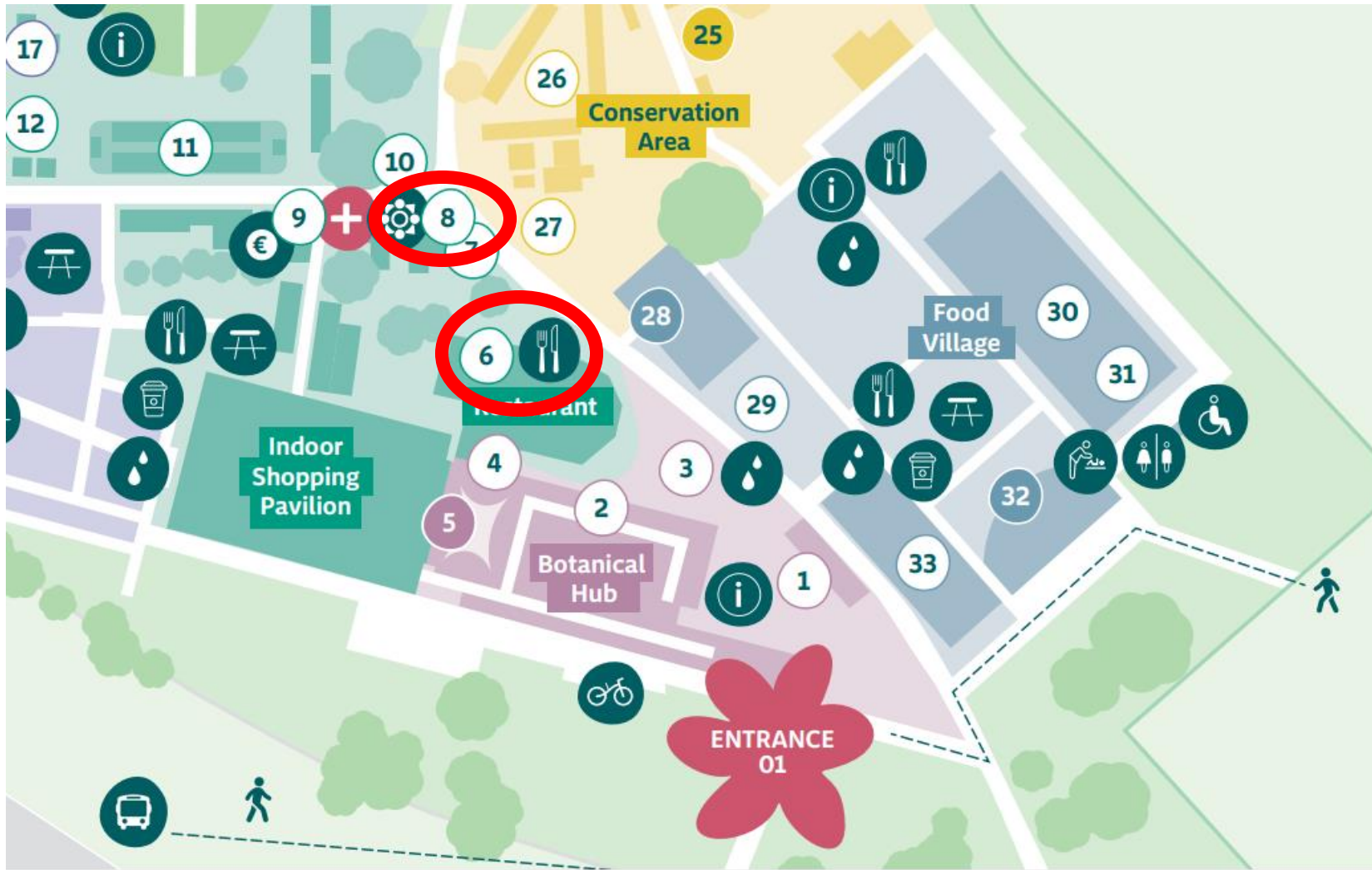
# Friday, May 29<sup>th</sup>

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  
**Bloom**

# Trade Breakfast



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IN ASSOCIATION WITH



OPW

Óigín na  
Uachtaránaíochta  
Oifige de Phoblacht na hÉireann

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



KC PEACHES

# 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, partially behind the text. The background is a light beige color with a horizontal band of a slightly darker shade across the middle.

Who are your priority  
targets?

# Bord Bia Contacts -



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