

# 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





- 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  
Óigín na Uachtaránaíochta  
Óigín na Uachtaránaíochta

RTÉ

# 250 buyers across Retail and Foodservice



Maxol



CAMILE



AVOCA



M&S  
EST. 1884



KC PEACHES



ODAIOS  
FOODS

LA ROUSSE  
FOODS

KC PEACHES

# Failing to Prepare...



## In advance - Customer Understanding

- In depth online search: Corporate website, all consumer facing sites, follow on social media, any news articles.
- 'Google Alerts'
- Talk to existing suppliers
- Visit at least one outlet

# Purpose & Perspective

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



# The Networking Breakfast

- Read the room, work the room!
- Prepare your 'water cooler moment'
- Practice the small talk
- Nail the 'nutshell'
- Be relaxed and confident



# Stand Visits - Set Objectives in advance

- What do you need to know?
  - Question & Listen!
- What do you need to convey? (3)
  - Be True to You!
- What is your next step?
  - Summarise, agree timelines, secure contact details

**Tell me about ME**



**Tell me about YOU**



**Tell me about ME & YOU**

A close-up photograph of a hand placing a white letter block with the letter 'S' on top of a row of letter blocks. The row of blocks currently shows the word 'ABOUT' followed by 'U' and 'M'. The background is a blurred green and blue surface.

**A B O U T U S  
M E**

# 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/>

# Bord Bia Contacts



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