

**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 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](http://www.bordbiabloom.com)
- If you have relationships with journalists or media contacts, please encourage them to apply for media accreditation.
- PR form reminder

