

April 14th, 2026

Food Hall Exhibitor Briefing

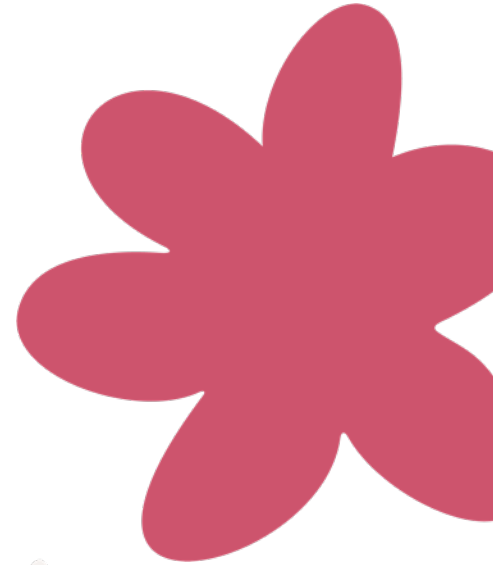
BORD BIA
Bloom



Agenda

- 09.30 Welcome and Intro Mary Morrissey
- 09.35 Bord Bia Bloom and Food Hall Pauline Kennedy/Jessie O'Flaherty
- 10.00 Operations and logistics Sam Warbrick
- 10.25 Trade Breakfast Maureen Gahan
- 10:40 Love Irish Food Conor Kilduff
- 10.50 Promote your presence at Bord Bia Bloom Roz O'Shaughnessy

Q/A Format and Briefing will be recorded



Bord Bia Bloom



Bord Bia Bloom 2026

Phoenix Park

Thursday May 28th - Monday June 1st



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

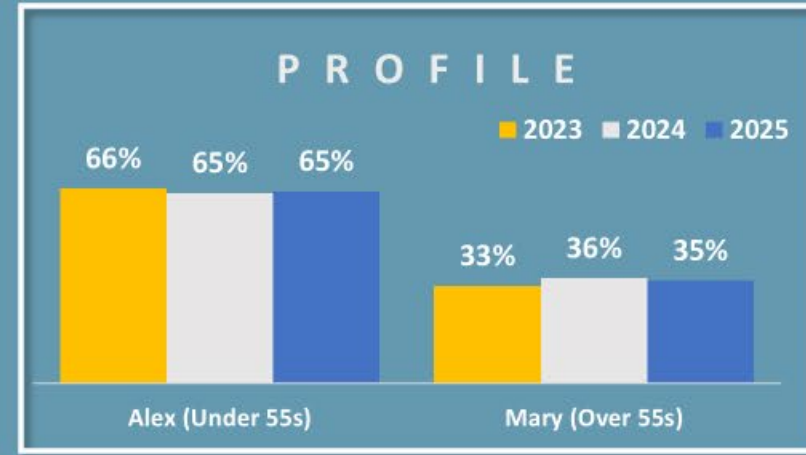
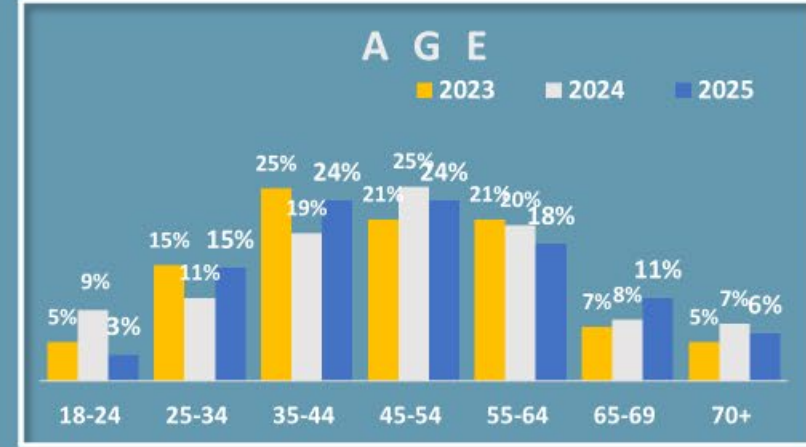
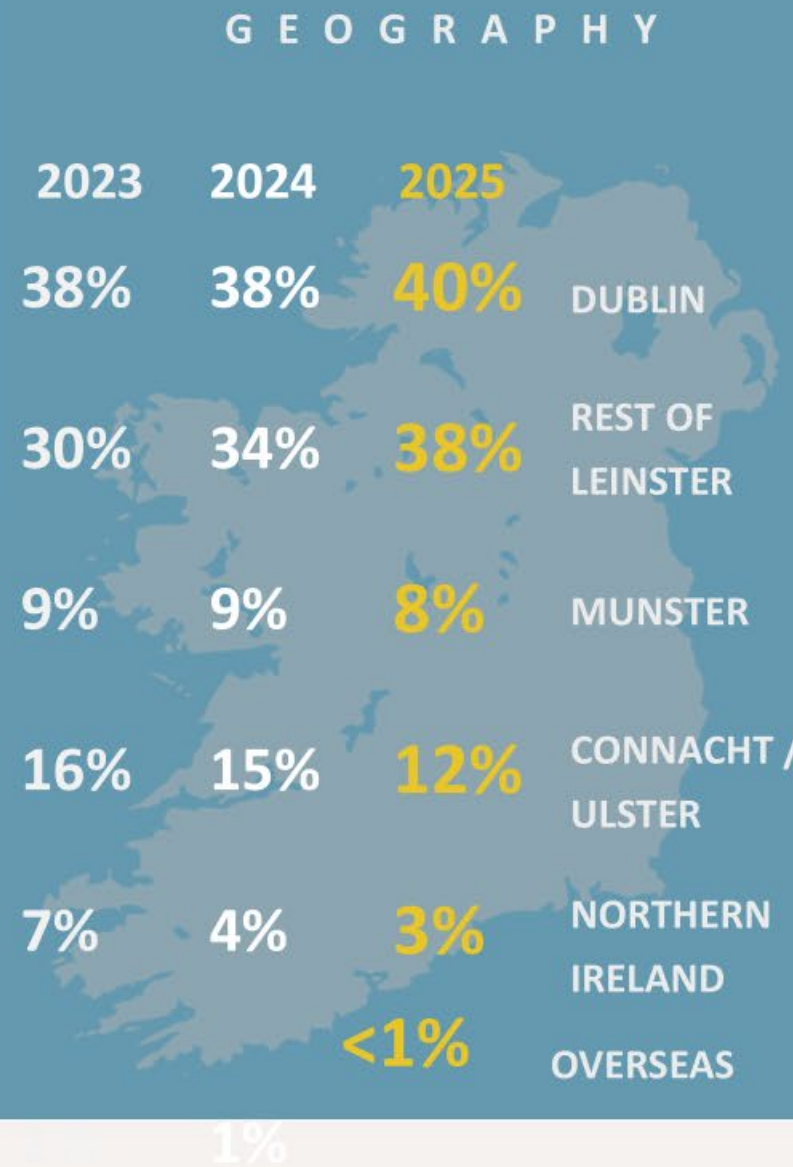
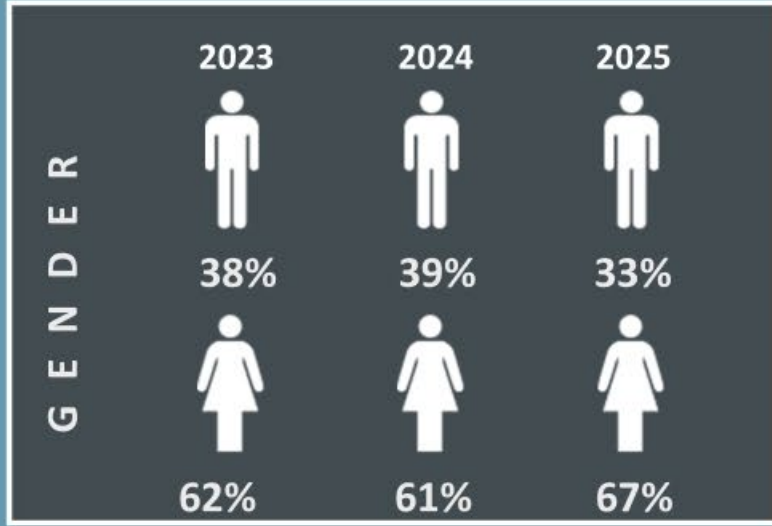
was the average spend
at the event



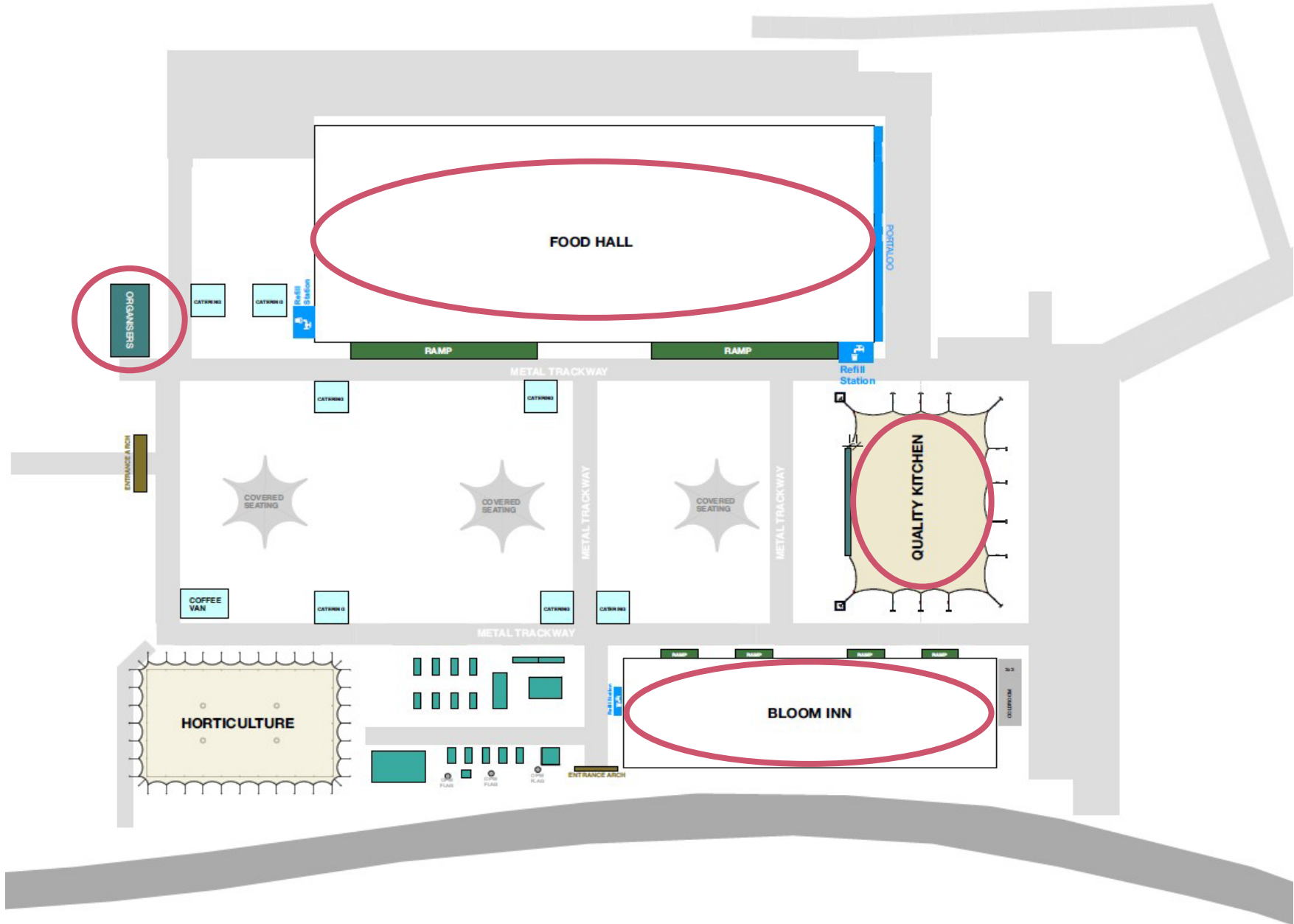
+50 NPS

up 3% YoY

VISITOR DEMOGRAPHIC – At Event 2025



Food Village Site Plan



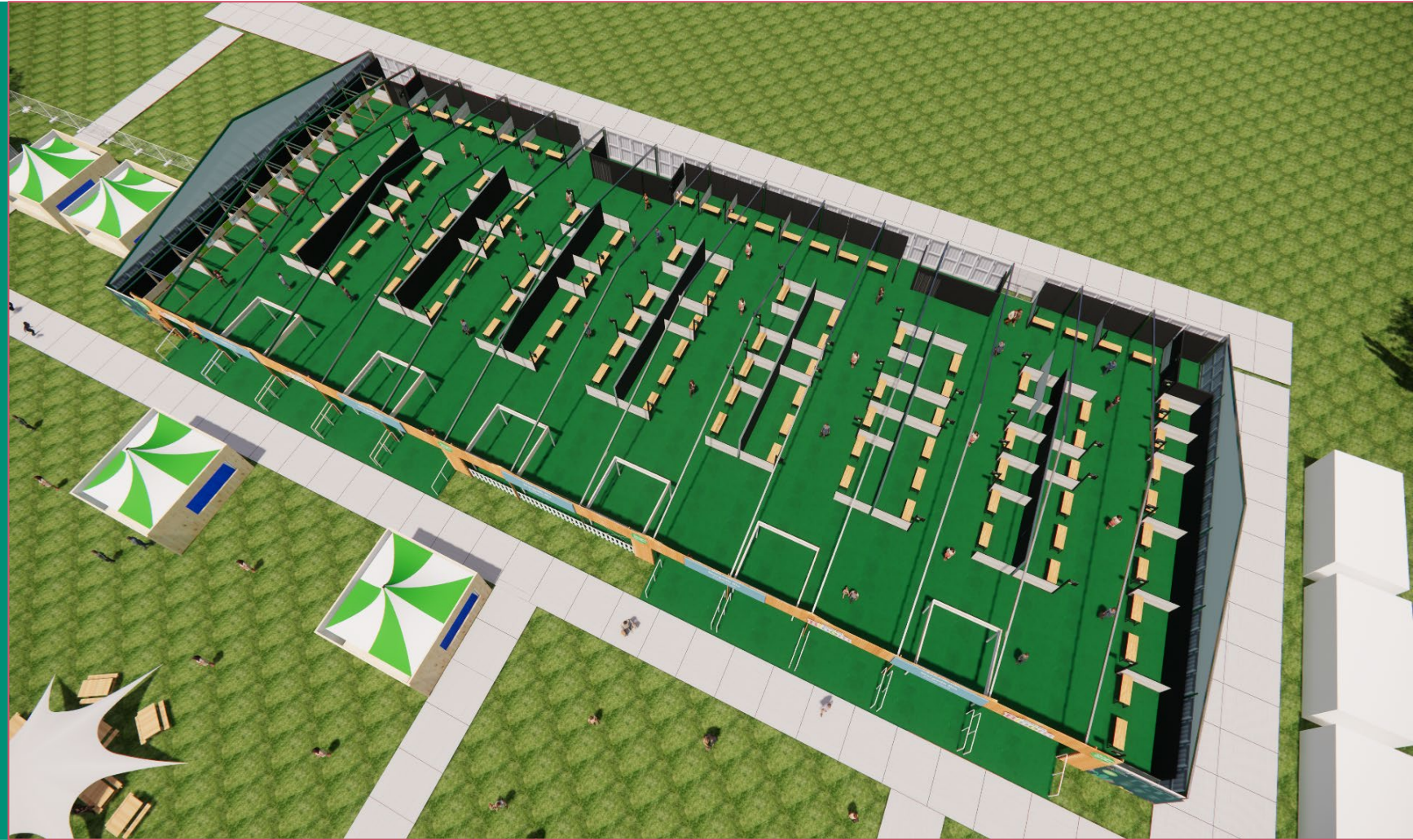
Food Hall

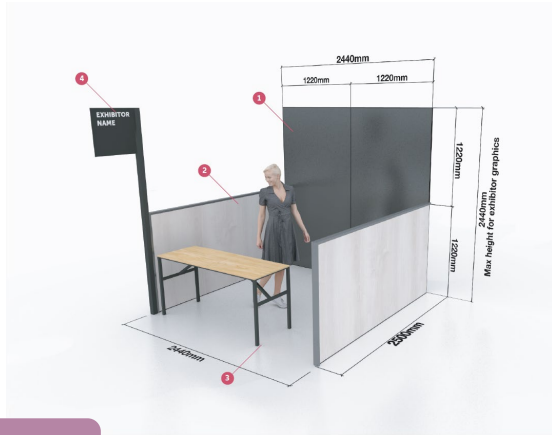
BORD BIA
Bloom



Food Hall Overview

- Love Irish Food Sponsorship
- Marquee is 75m x 30m
- 78 Exhibitors + Food Works Feature
- 6 4 x 4's and 123 units in total
- 4 communal wash up areas/storage
- Organic Zone
- Floorplan available on the Exhibitor Zone

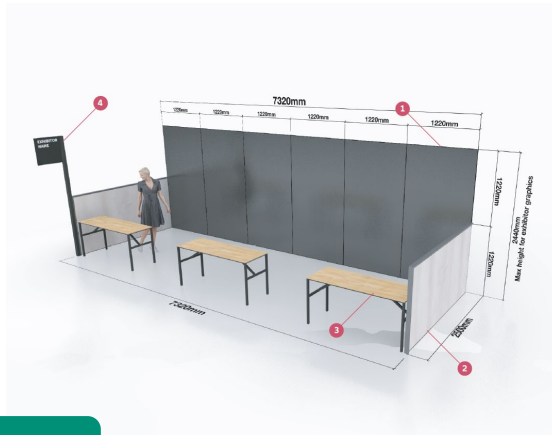




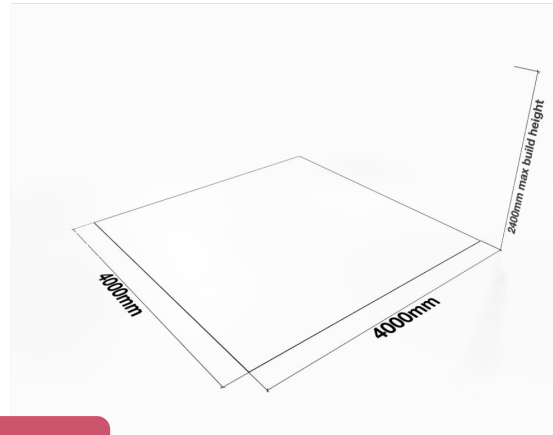
Single Stand



Double Stand



Triple Stand



4 x 4 Stand

Stand Design



- **Back wall is 2440mm high** - Exhibitor graphics must not exceed 2440mm.
- **Side walls are 1220mm high** - Exhibitor graphics must not exceed 1220mm.
- **Tall fridges, display units etc must be placed on the back wall** - Do not block your neighbours visibility.
- **4 x 4s-** structures height 2440mm.
- **Exhibitors must operate within Stand Boundaries**
- **Brand / Product Display - exhibitor company only**

Participation Package

Stand
space

1 double
socket

1 kW power

Furniture
package

Company
name card

Exhibitor
wristbands

Comp visitor
tickets

1 car park
pass

Communal
wash-up area

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
Double	3 for each day	4
Triple & 4x4 Space	4 for each day	5

Complimentary Visitor Tickets - Digital

Release Date: May 2026

Where: MBB Dashboard

Single Stand	Double Stand	Triple Stand	4 x 4 Stand Space
10 Complimentary Tickets (use on any day)	12 Complimentary Tickets (use on any day)	14 Complimentary Tickets (use on any day)	16 Complimentary Tickets (use on any day)

Sales

Products **must be** sold in retail format for offsite / take home consumption.

Products such as a single unit (Juice/Cookie) **must be** sold in a multi pack.

Sampling

Food Sample - bite size

Non-Alcoholic Drinks (Juices, smoothies, coffee, tea...etc.) -
100ml or less

Compostable Packaging

Hand Wash Sink

3kW required to operate



Electrics and Refrigeration

Each exhibitor will receive 1 double socket and 1kW power

- **Do you need additional power / sockets?**
- **Do you need to hire a fridge or freezer?**
- **Do you need 24hr power supply to your stand?**
- **Do you need outdoor power supply for a refrigerated vehicle?**



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

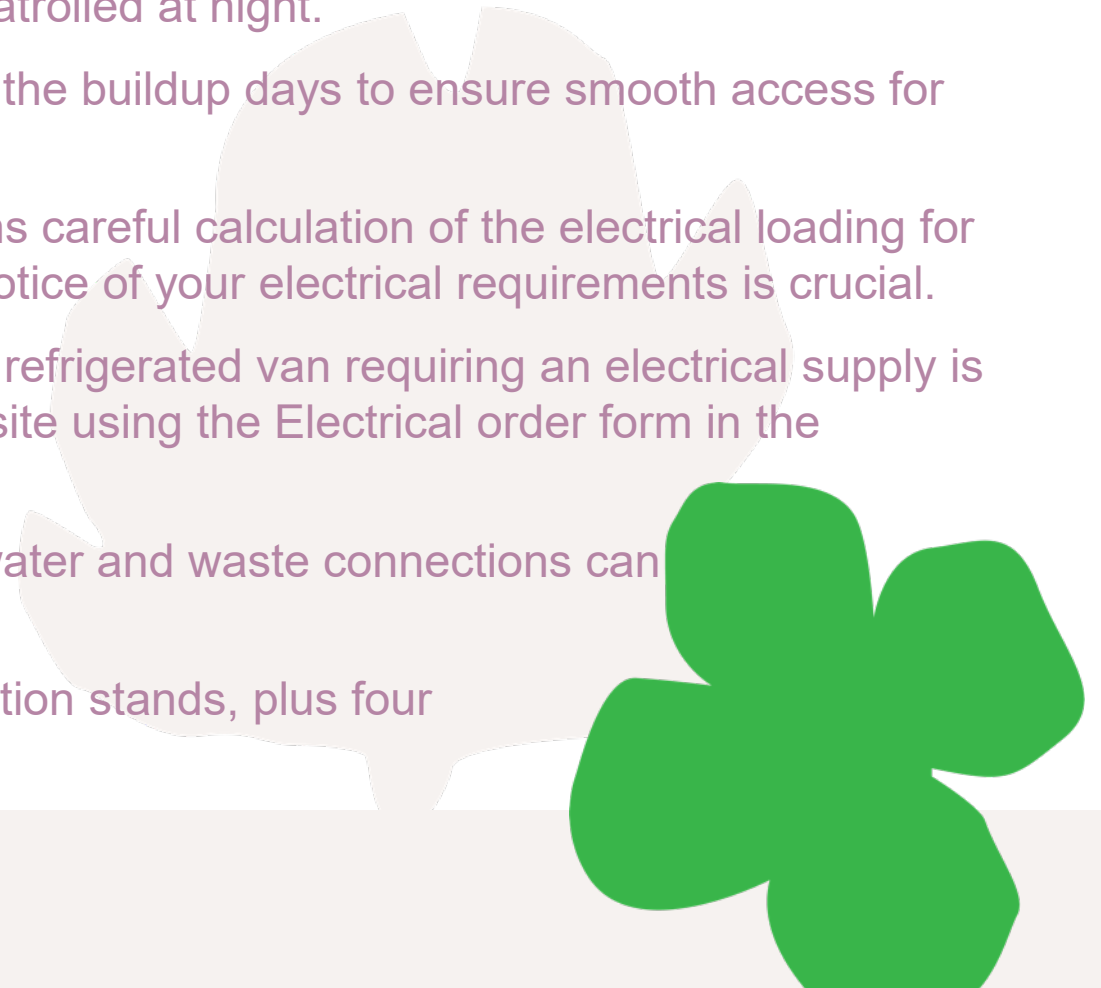


The Food Village



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, or a place to park a refrigerated van requiring an electrical supply is available but must be ordered in advance of going onsite using the Electrical order form in the Exhibitor Zone.
- **Plumbing** Orders for dedicated hand-washing sinks, water and waste connections can be placed via the Exhibitor Zone
- **Storage Space** within the Food Hall is limited to exhibition stands, plus four communal preparation and storage areas.



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, chill van connection
 - - Dedicated hand-washing sinks (also require power supply)
 - - Furniture is included in your stand package but requirements must be confirmed in advance
 - - Dedicated WiFi connections must also be ordered in advance if required
- **Submit Documentation** 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

- 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. Food Hall in the Food Village and 4. Contact phone number for on-site representative
- Vehicles** are not permitted on marquee entrance ramps or in the hall, this includes powered pallet trucks. 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. Colour coded bins are provided within the hall, and larger bins are also provided behind the hall, for segregating larger waste items
- 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** All stock and exhibits must be removed on Monday evening, June 1st

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

- **Hi-Viz Vests** The Bloom site will be designated a construction site from 6pm on Monday and everyone remaining on-site must wear a high visibility vest so please ensure your staff are equipped
- **Parking** in the Red car park.
- **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 hall
- **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 area

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).

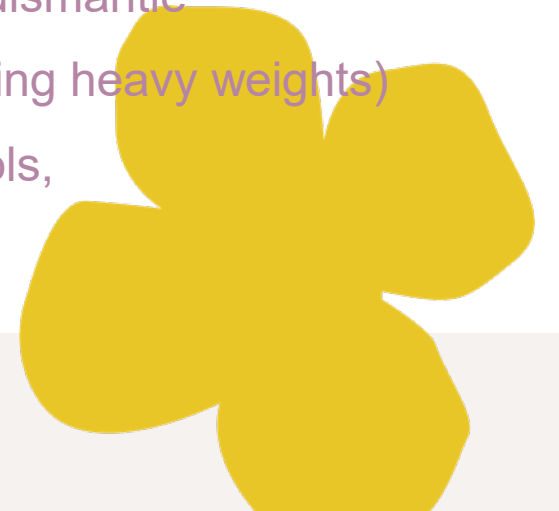
Risk Assessments (RA) are used to identify potential hazards involved with a specific task or set of tasks.

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 during the stand setup, show days and dismantle
- Identify potential hazards (installation of graphics, preparation of hot food, lifting heavy weights)
- Outline mitigating measures (avoid working at height by using extendable tools, proper training of staff, using hand trolleys instead of carry stock,)

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/sustainability-at-bloom/>

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

- **Sustainability Working Group and Bloom Sustainability Plan:** To build on the sustainability initiatives introduced and implemented so far.
- **Low-Carbon Fuel:** Hydrotreated vegetable oil (HVO), a sustainable biofuel, is used to fuel generators and shuttle buses. This has resulted in an 89% 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](#).
- **Food Rescue Programme:** In partnership with FoodCloud, surplus food is collected and redistributed to highlight the impact of food waste. The on-site FoodCloud Kitchen also demonstrates how surplus ingredients can be transformed into delicious meals

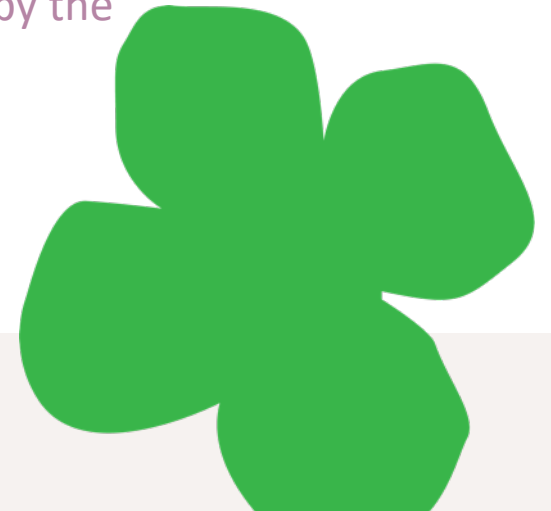


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Sustainability at Bord Bia Bloom



9,180

Disposable cups diverted from waste via 2GoCup scheme



4,145

Reusable cups/bottles brought to the festival by visitors



1,373

Visitors arrived by bicycle



20,000+

Visitors used public transport to get to the festival



501kg

Food rescued by FoodCloud



450kg

Food waste processed via our biodigester system



12,000

Cans/bottles donated via Re-turn collection system



21,450l

Water used to refill reusable bottles via our hydration stations



2 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)



Waste Treatment

No waste goes to landfill. Treated waste is used to generate heat and power which is donated to community projects in Co. Laois



FoodCloud at Bloom 2026

FoodCloud is once again partnering with Bord Bia at Bloom 2026 to highlight the environmental and social impacts of food waste.

- A showcase of the delicious potential of surplus food via the **FoodCloud Kitchen**, which uses excess surplus ingredients to prepare a yummy food experience for festival goers
- FoodCloud also work with Bloom to facilitate the **collection and redistribution of surplus food from stalls at the Food Village** which will be redistributed to their network of over 700+ charity partners and community groups across Ireland.
- At Bloom 2024 FoodCloud rescued **500kg of surplus food** from Food Village exhibitors last year, the equivalent of **1,190 meals!**



If you have any food left over at the end of the festival on Monday 1st of June, you can donate it to FoodCloud. An overview of the process is outlined below.

Criteria for donation

FoodCloud can accept a wide range of good quality surplus food as long as it is in good condition and suitable for human consumption. This includes:

- Fresh meat and fish
- Fresh fruit and veg
- Dairy products
- Ambient products
- Chilled food

Any donated food **must** meet the following criteria:

- Minimum of five days shelf life
- Packaging is intact and sealed
- Product has followed the correct storage procedure
- Includes mandatory labelling for traceability

Please **do not** donate food that does not meet the criteria. We are happy to discuss items with you if you are unsure.

Drop off location

Drop off at the Food Village (Exact location TBC). One of our volunteers will pack and store it in one of our temperature controlled vans.

Where does the food go?

The food will be redistributed to a network of over 700+ charity partners and community groups across Ireland. FoodCloud charity partners offer a wide range of services and support those that are most vulnerable in our communities.

Waste Management at Bloom

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 waste streams are the responsibility of each exhibitor and must be appropriately managed and removed from the Bloom site.



Waste Management at Bloom

- Check signage and work with Bloom staff to properly separate waste at designated bin stations.
- Minimise packaging on goods brought onto the Bloom site and dispose of it in the correct waste bins.
- Sampling product - let visitors know that the sampling spoons, 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 (as required). 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?

BORD BIA
Bloom



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





- By Nina Woodie (14)
 - 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



@BordBiaBloom



@BordBiaBloom



@BordBiaBloom

#BordBiaBloom

IN ASSOCIATION WITH



OPW

Óighe na
Uachtarána Poblaithe
Office of Public Works

RTÉ

250 buyers across Retail and Foodservice



Maxol

AVOCA



DUNNES STORES

TESCO

Musgrave



COMPASS IRELAND



fresh THE GOOD FOOD MARKET

M&S EST. 1884

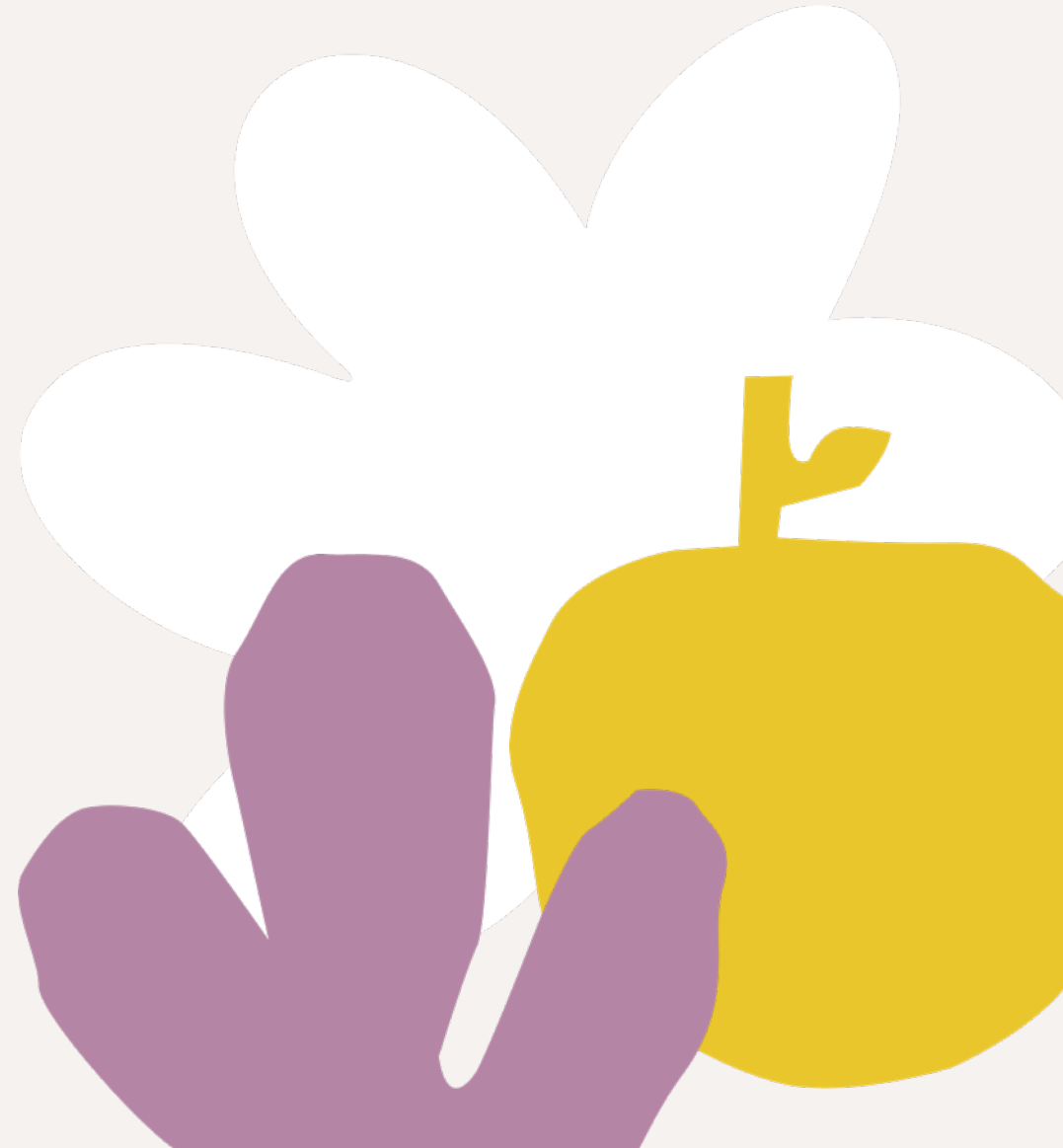
Sysco



Taste the View IRISH ARTISAN FOODS



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 field.

**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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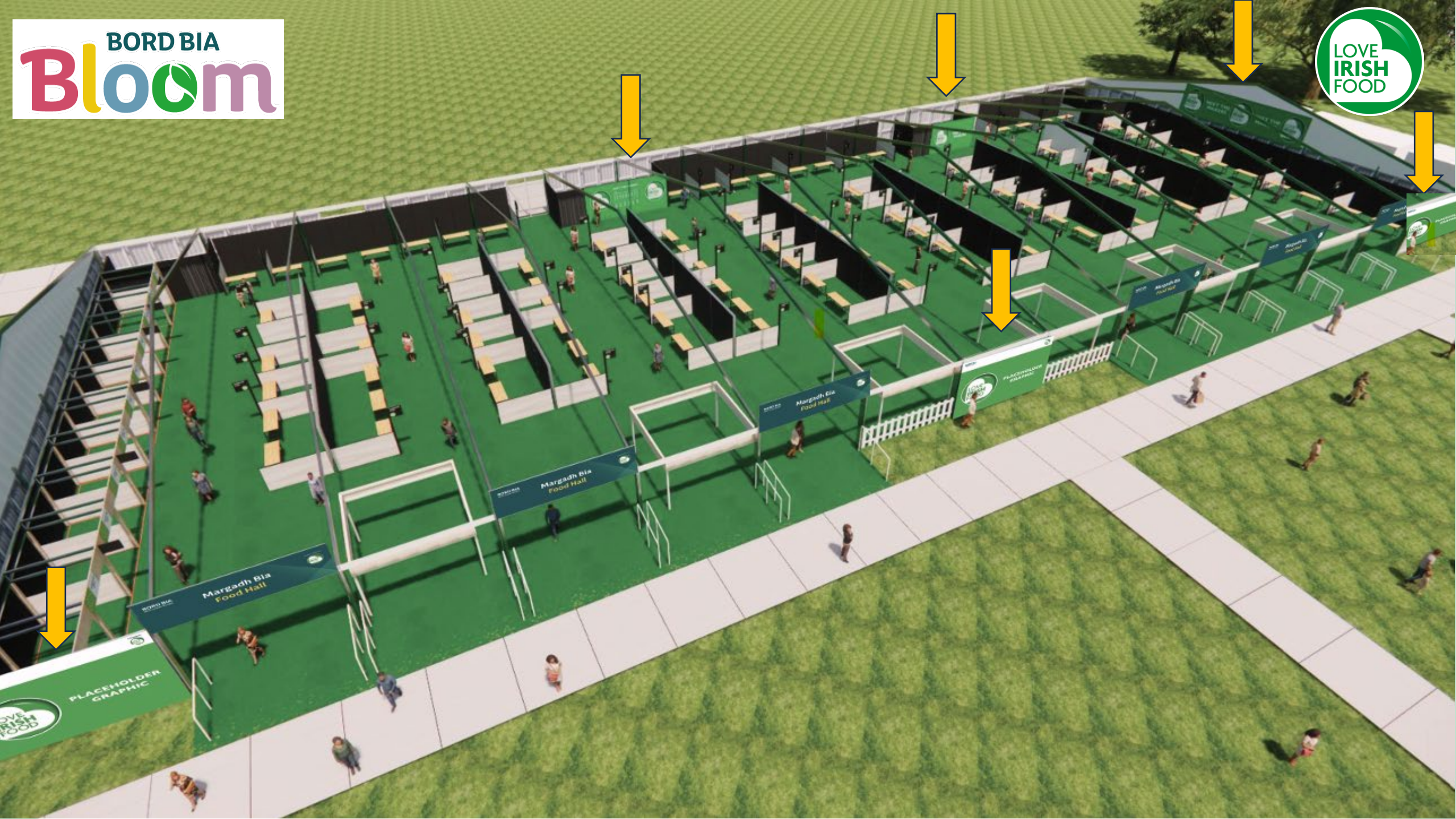
BORD BIA
IRISH FOOD BOARD

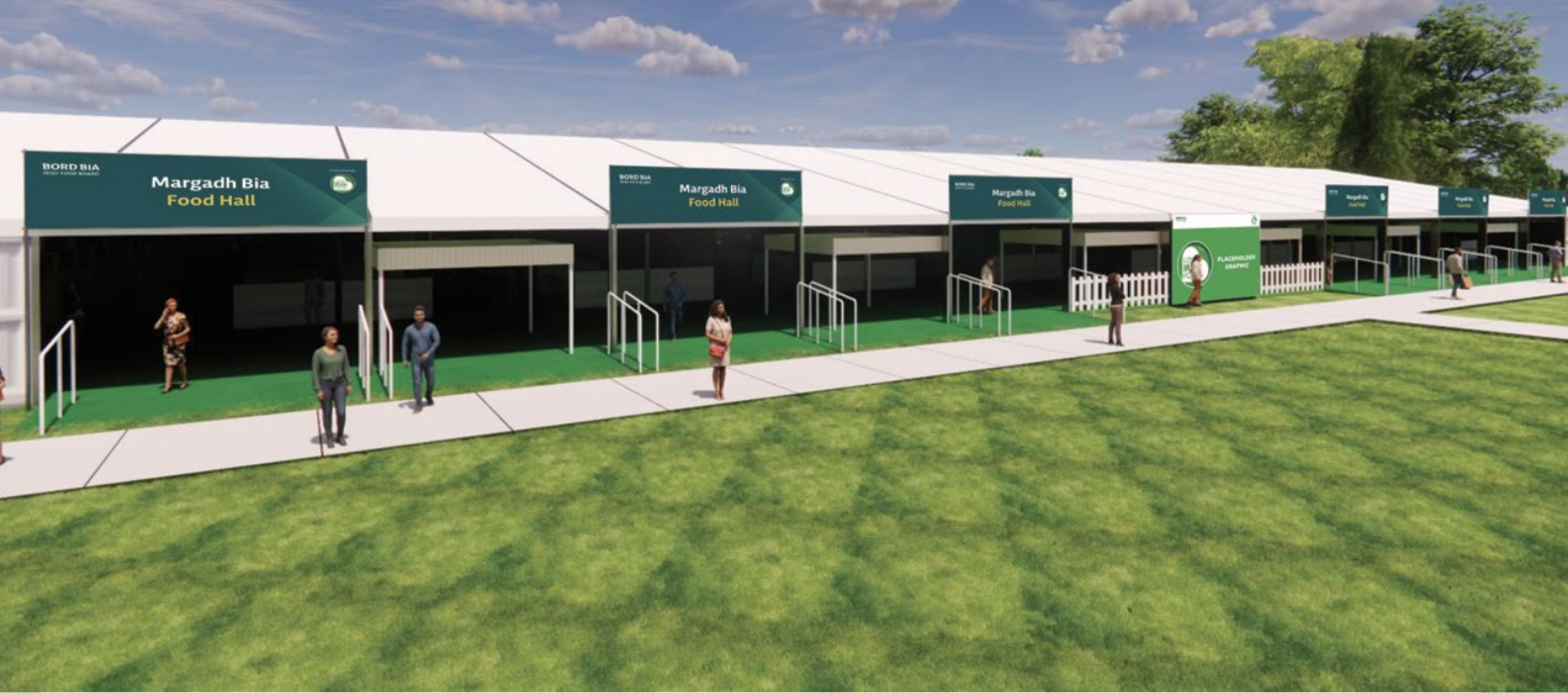


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— FEATURE SPONSOR 2026 —

Food Hall Sponsorship







BORD BIA
IRISH FOOD BOARD



BORD BIA
IRISH FOOD BOARD

Margadh Bia
Food Hall

BORD BIA
IRISH FOOD BOARD

Margadh
Food Hall

PLACEHOLDER
GRAPHIC

LOVE
IRISH
FOOD

FOR MEMBER STANDS:



- A printed Love Irish Food Logo, as a circular disk to be hung in 1 or 2 places on your stand.

WELCOME FEEDBACK:

PROUD MEMBERS OF:



LOVE
IRISH
FOOD

- With this idea Members would have an option to place top right or top left of your stands, with ideally the larger stands deciding to place in more than one location.
Feedback Welcome...

PROUD MEMBERS OF:



LOVE
IRISH
FOOD

THANK YOU



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
- If you have relationships with journalists or media contacts, please encourage them to apply for media accreditation.
- PR form reminder



Thank You

Questions?

BORD BIA
Bloom

