



Food Hall

The place to grow your food brand



IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 30th - June 3rd 2024, Phoenix Park, Dublin

bordbiabloom.com

Be part of Ireland's world-class food and drink experience

Signalling a joyful start to summer each year, Bord Bia Bloom is a world-class, uplifting and innovative horticulture, food and drink experience with nature and sustainable living at its heart.

The Food Village features over 100 food and drink producers and has developed into one of the most popular features of Bord Bia Bloom, an essential part of any visitor's itinerary.

It is an excellent opportunity for Bord Bia to showcase the very best of Irish food and drink to a wide consumer audience in a unique and enjoyable atmosphere.

Applications are now open to participate in the Food Hall and Bloom Inn in the Food Village where you will have a prime platform to engage with consumers as well as an opportunity to meet with trade buyers at the Trade Breakfast Event.

Please contact our team to learn more about this exciting opportunity:

foodvillage@bordbia.ie

Laura Douglas
Head of Bord Bia Bloom & Brand Partnerships,
Bord Bia



Trade Breakfast Event

The Trade Breakfast event is held early on Friday morning of Bord Bia Bloom. Over 250 Irish retail and foodservice buyers are on-site to meet with exhibiting food and drink producers over breakfast.

Buyers arrive from 7.30am onwards and are welcomed by Bord Bia's CEO. Following this they have the opportunity to meet with the participating food and beverage exhibitors in advance of the arrival of the public. Buyers are encouraged to stay on site as long as their schedule allows.

Customers in attendance in 2023 included Tesco, Musgrave Retail Partner's Ireland, Dunnes Stores, Aldi, Lidl, Sodexo, Compass, Musgrave MarketPlace, Sysco Foods and Dalata Hotel Group - providing a wide breath of channel opportunities for suppliers. Feedback and follow up is managed post event to maximise business development opportunities for suppliers.

The breakfast briefing and product showcase present the food and drink companies with a highly-valuable networking opportunity, as well as allowing them to display their product ranges to some of the industry's most prestigious and successful buyers.



Our audience

Over 100,000 people visited Bord Bia Bloom 2023. More than two-thirds were under 55 and over three-quarters were from the crucial ABC1 demographic. Nine out of 10 visitors surveyed pledged to return in 2024.



38% **62%**
Male Female



77%
ABC1



66%
under 55 years of age



13%
families with children



58%
repeat visitors



82%
of visitors very satisfied with experience



94%
would return in 2024



81%
came to see the show gardens



90%
consider Bloom a highly sustainable event



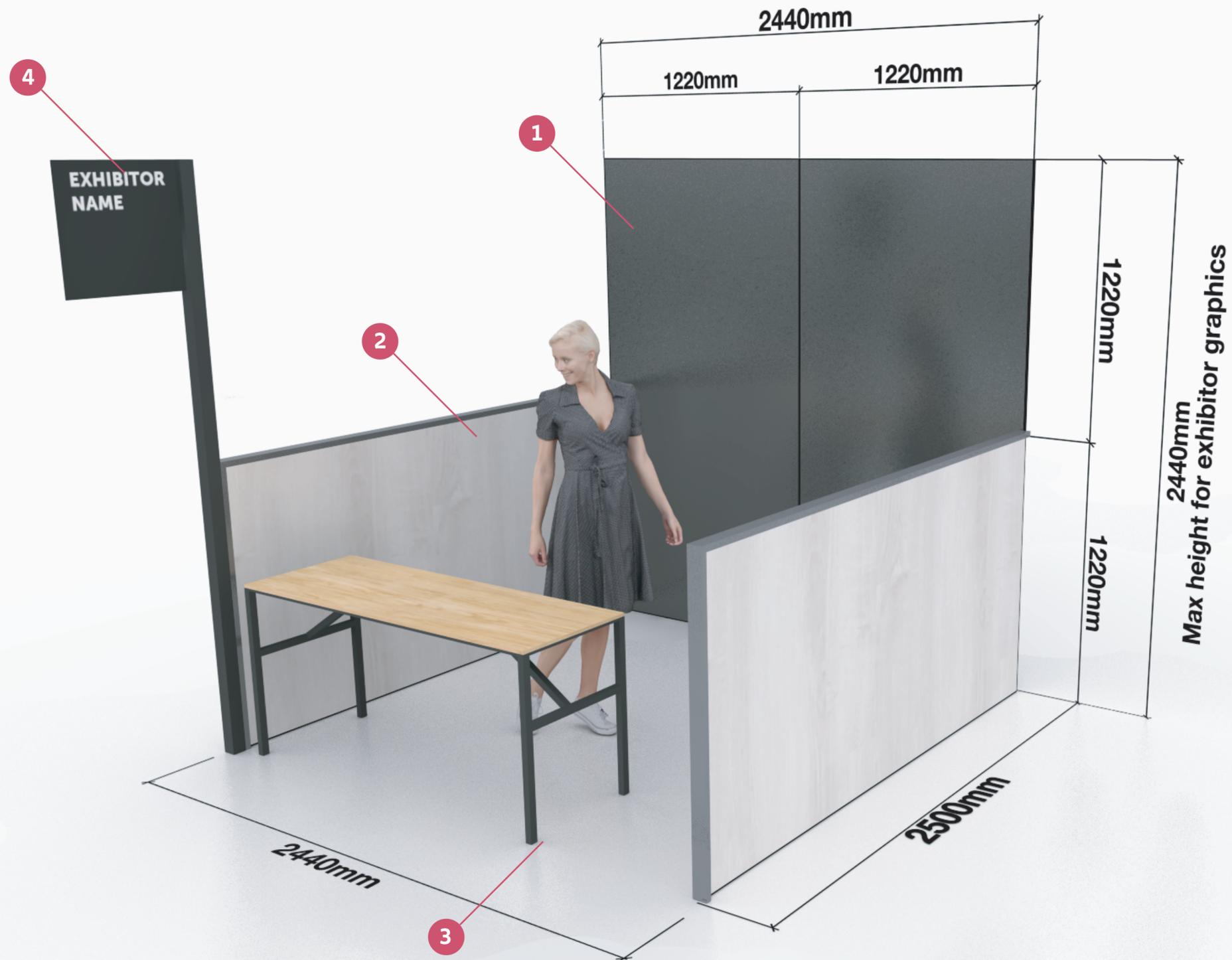
+25
Visitor Net Promoter Score (NPS)*

* A good NPS benchmark for the public is between 0 and 30. Source: Onside market research, June 2023.

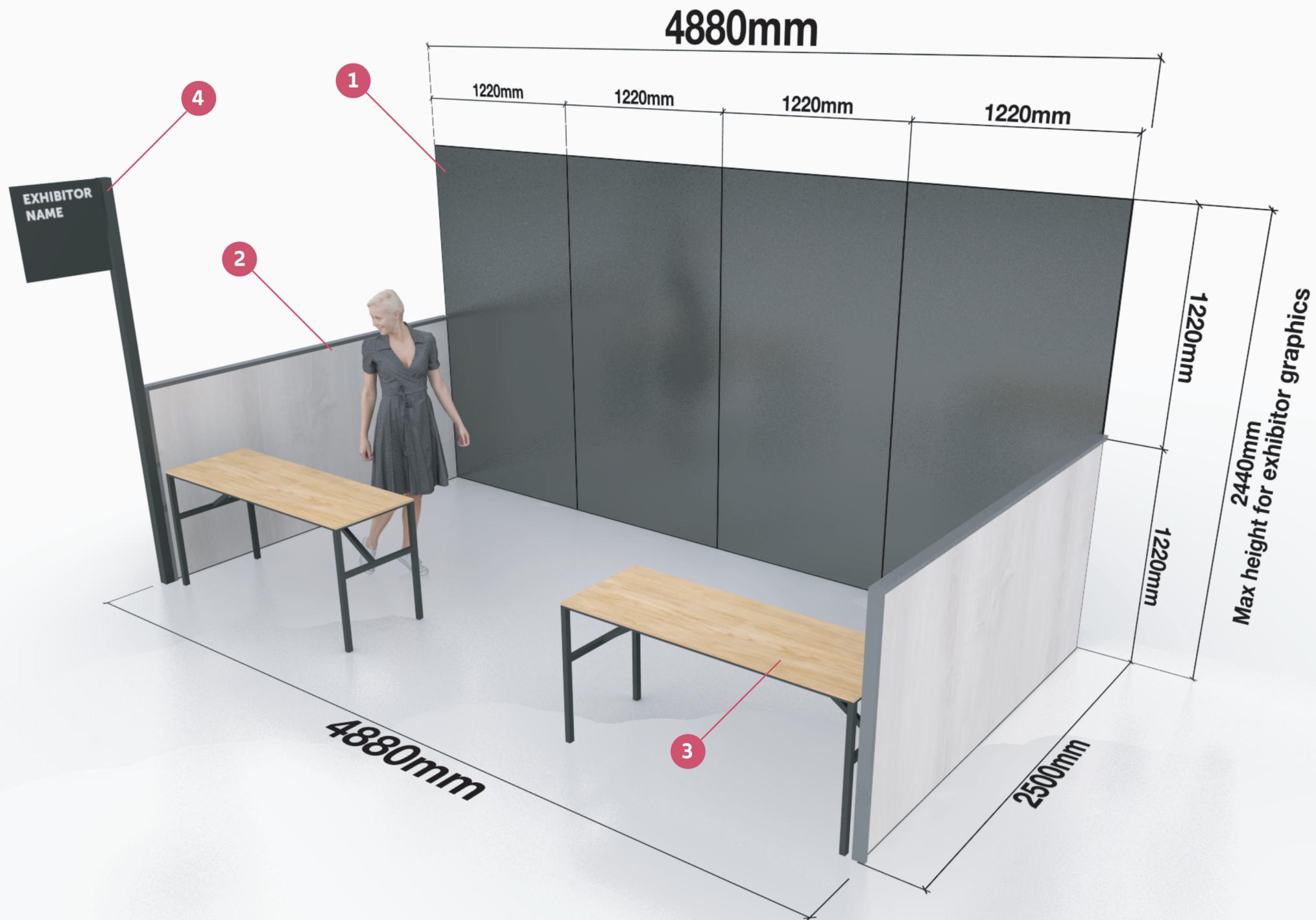
Food Village



Single Stand



€1,172 + VAT



Double Stand

1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls.
2. Melamine side walls with edge trim. @1.22m high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name.

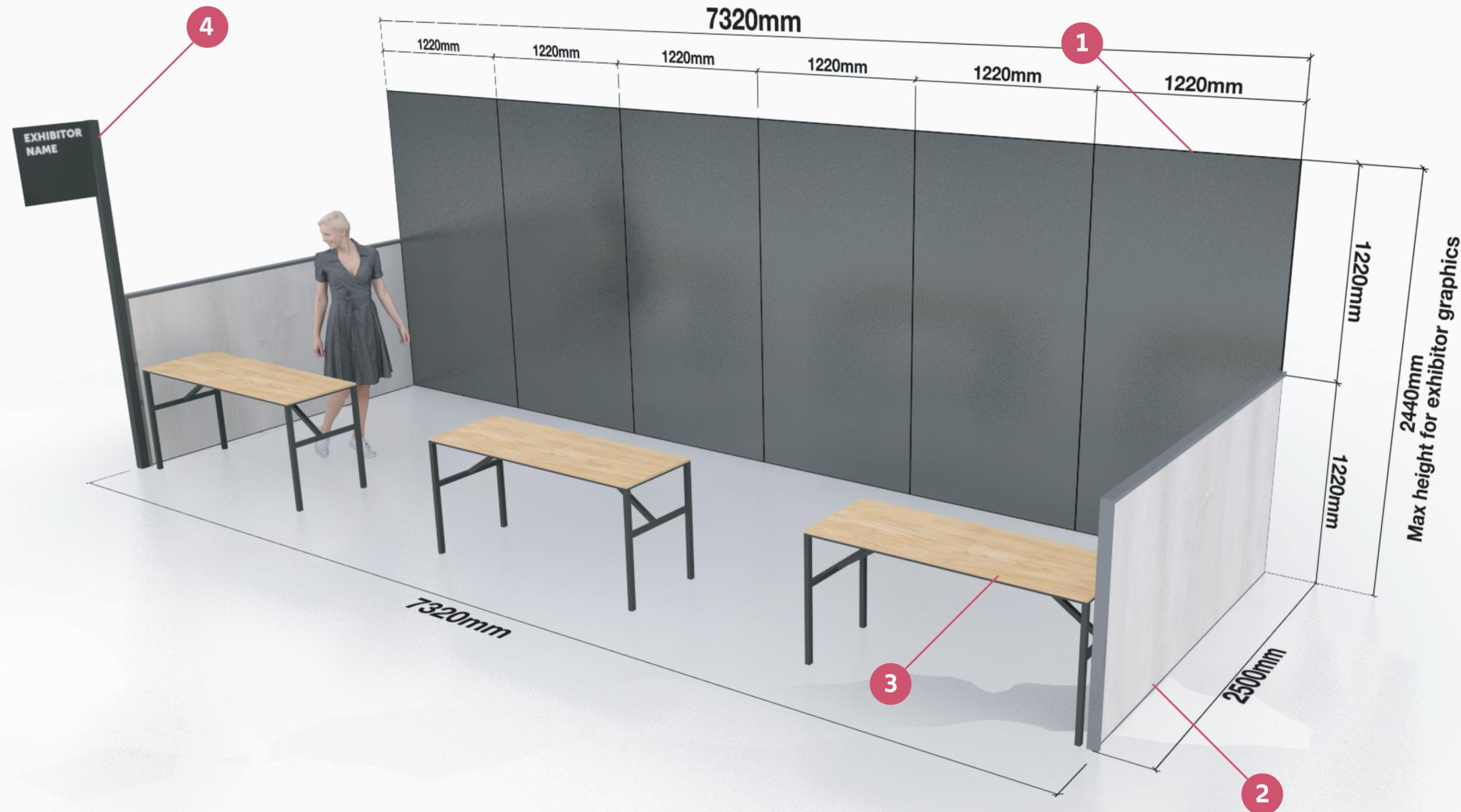
Notes:

The maximum height allowed for exhibitors to display their own graphic panels is 2440mm. These graphic panels must be mechanically fixed to the existing melamine back wall.

There are a limited number of double stands available within the Food Hall.

€2,344 + VAT

Triple Stand



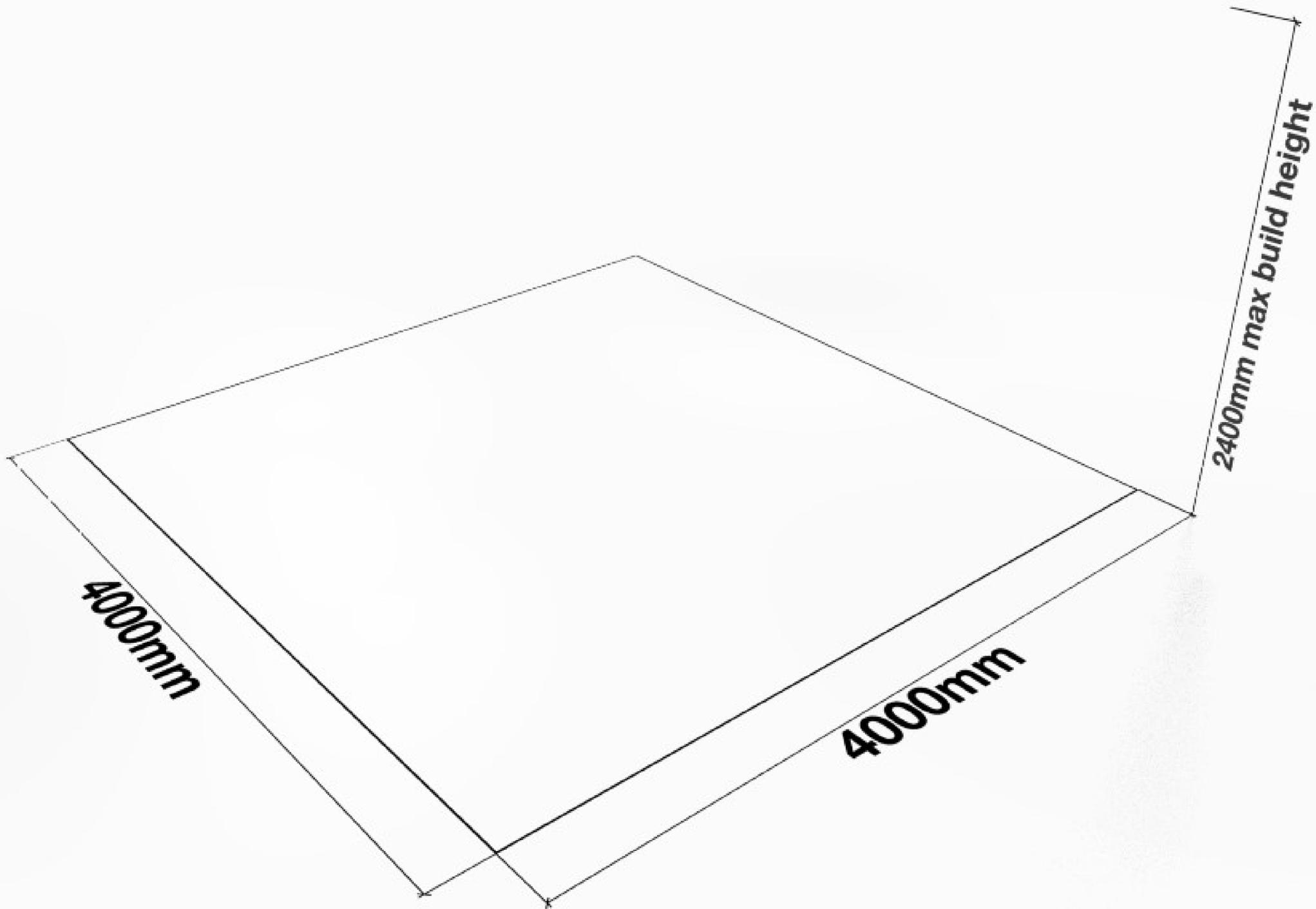
1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls.
2. Melamine side walls with edge trim. @1.22m high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name.

Notes:

The maximum height allowed for exhibitors to display their own graphic panels is 2440mm. These graphic panels must be mechanically fixed to the existing melamine back wall.

There are a limited number of triple stands available within the Food Hall.

€3,780 + VAT



4x4m Space

1. 4x4m free build space.
2. Trestle table Note: Will only be supplied on request.

Notes:

The maximum height allowed for exhibitors to build within free-build space is 2440mm.

There are a limited number of 4 x 4 space stands available within the Food Hall.

€6,210 + VAT

Our clients' experiences



ProKulture Organic Kombucha

Bloom was a transformative experience for our stall, showcasing the best in garden, food, and drinks. The vibrant atmosphere and diverse audience provided an excellent platform for our products. The professional staff from Bord Bia played a pivotal role, ensuring seamless coordination and support. Their dedication and expertise elevated our presence at Phoenix Park last summer, fostering meaningful connections with visitors. The event not only boosted our brand visibility but also allowed us to engage with a passionate community. Bloom, coupled with Bord Bia's assistance, undoubtedly catalysed our success in an enriching and memorable way.



Keogh's

Keogh's have been participating at Bord Bia Bloom for years.

Bord Bia Bloom is a prominent occasion in our annual event calendar as it allows us the opportunity to meet and connect with over 100,000 customers across the five days. Bord Bia champions the Irish Food and Drink industry by providing a relaxing, enjoyable environment for all the family.

Sampling at Bord Bia Bloom is an integral part of our communication strategy as receiving direct feedback from our customers is an invaluable asset, especially when focusing on new product development.



Butlers

We participated at Bloom for the first time in 2023. We have always admired it as an event and were delighted to have the opportunity to participate in the Food Village. It was a wonderful experience and we were thrilled to be there. It was a very busy five days, with lots of opportunities to engage with customers and introduce some of our products to them. There was a great atmosphere at the event; visitors were clearly enjoying it thoroughly and were interested to sample and learn more about our brand. There was also the opportunity to meet with trade buyers at the Friday morning breakfast. Our experience at the show was very positive and the Bord Bia team were most helpful in the lead up to and throughout the show which was very well organised. The event itself is a credit to all involved and we are looking forward to attending again in 2024.



King of Kefir

This is a must attend event for Irish artisan producers. It allows for very strong public engagement opportunity with a broad demographic, which served to enhance our brand recognition, educated the consumer on our products and inform potential customers of where they could buy our products nationwide.

The engagement with new buyers after the breakfast meeting is as brilliant opportunity for any producers with ambitions to scale.

A huge thanks to all the Bord Bia team involved it making it a very smooth and professionally run event.

Meet the team



Lisa Smyth

**Marketing Events & Brand Activation
Project Executive**

Lisa manages the overall event operations and client participation within the Food Village. This will be Lisa's seventh Bord Bia Bloom.

Outside of Bord Bia Bloom, Lisa manages the delivery of events and exhibitions on behalf of Bord Bia, working in conjunction with Irish exporters at international trade fairs and during Government led Trade Missions.



Hannah Cody

Prepared Consumer Foods Executive

Hannah joined the London office of Bord Bia in June 2021 working with the Prepared Consumer Foods and Brexit teams supporting Irish food companies exporting to the UK. Hannah is now based in Dublin as a Prepared Consumer Foods Executive and will manage the Food Hall at Bord Bia Bloom. Hannah is looking forward to working at her first Bord Bia Bloom.



Sam Warbrick

Food Village Co-Ordinator

Sam Warbrick joined the Bord Bia Bloom team in 2021 bringing more than 14 years' experience in exhibition and event management. Sam is responsible for managing exhibitor participation in the Food Village. This will be Sam's third Bord Bia Bloom.



Megan Hughes

Marketing Events & Brand Activation Intern

Megan works in the Marketing Events and Brand Activation team in Bord Bia. She is currently studying business and management in Maynooth. This is Megan's first Bord Bia Bloom and she will be supporting the client companies in their preparation for a successful event.



Meghan O'Brien

Client Engagement Intern

Meghan is the client engagement intern on the Food and Beverage team in Bord Bia. She is currently studying business marketing in Maynooth. This is Meghan's first Bord Bia Bloom and she will be supporting the client companies in their preparation for a successful event.



Be part of the success of Bord Bia Bloom

Contact the Food Village team to learn more about exhibiting.
Email us at foodvillage@bordbia.ie



IN ASSOCIATION WITH



OPW Oifig na
nOibreacha Poiblí
Office of Public Works

May 30th - June 3rd 2024, Phoenix Park, Dublin

bordbiabloom.com