



Bloom Inn

The place to grow your drinks 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



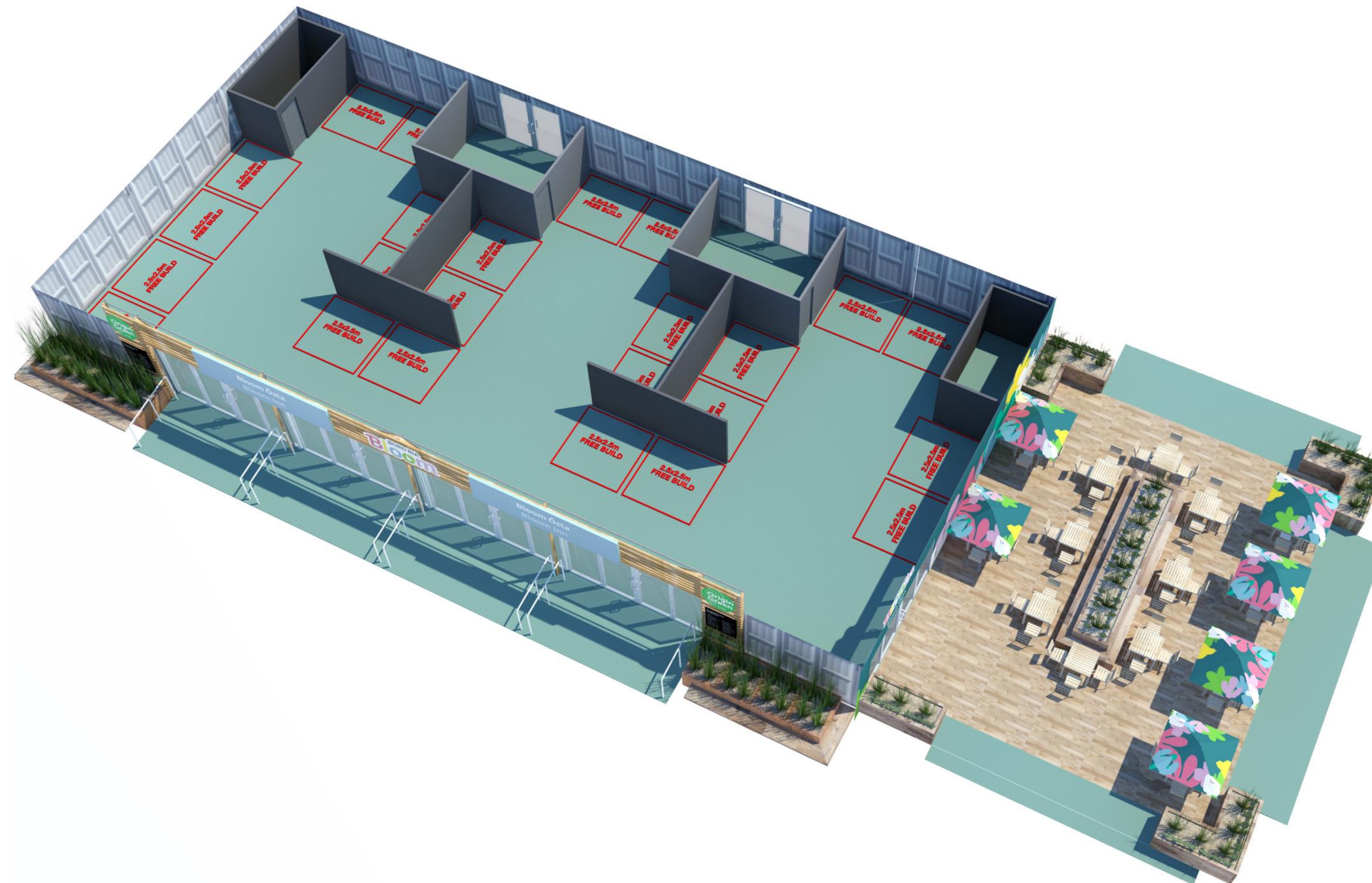
Single Stand

1. The single stand spaces within the Bloom Inn are 2.5m x 2.5m.
2. The stand spaces within the Bloom Inn are defined by the marquee back wall and also of melamine structure support walls that are 2.44m in height.

Note:

The maximum height allowed for free build structures or exhibitor graphic panels is 3 metres.

€1,172 + VAT



Important Note: The image displayed is for visual display purposes only, to showcase the structural support walls. This marquee configuration is subject to change.

Our clients' experiences



The Shed Distillery

Bloom in The Phoenix Park is a highlight in The Shed Distillery's events calendar each year. The event really sums up the best in the Irish Food & Drink Sector. 2023 was our fifth year exhibiting in the Bloom Inn. Year on year the scale of the event has grown and has helped us build our business in the Irish Market.

Our team enjoy connecting with consumers from all around the country and it's an ideal opportunity to launch a new product. It's a fantastic opportunity to gain feedback from many target market segments throughout the weekend. It's certainly an event we would never miss, and it's a fantastic event to meet our like-minded individuals from the industry and to work with the Bord Bia Events team to deliver a fantastic event.

We look forward to seeing you in 2024 - don't forget the Suncream!



Five Farms

Bord Bia Bloom is the perfect platform to promote Irish drinks in a convivial and well organised space within the Bloom Inn. We were pleasantly overwhelmed by the interaction from the visitors over the 5 days and the excellent opportunity to interact with our target consumer introducing and tasting Five Farms Irish Cream. The trade breakfast allowed us to engage with trade contacts and has opened up some interesting opportunities for the brand to increase distribution nationally.

We are looking forward to next year and continuing the great engagement with consumers and the trade.

Meet the team



Michael Hussey

Senior Manager Drinks and Seafood

Michael has previously managed Bord Bia's office in the Middle East from 2013 to 2018. With a career in Bord Bia that spans over 20 years, Michael has also worked across the Irish dairy, consumer foods and meat sectors. Michael has been involved in Bord Bia Bloom since 2018 and will again oversee the management of the Bloom Inn at this year's Bord Bia Bloom.



Michael Jacob

Drinks Sector Manager

Michael manages engagement with drinks clients across all categories, advises on global markets and organises drinks shows globally.

Michael is responsible for managing the Bloom Inn, providing support in the lead up to Bord Bia Bloom, and during the event itself. Michael has managed the Bloom Inn since 2022.



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.



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.



Colm Fitzpatrick

International Graduate Drinks and Seafood

Colm Fitzpatrick is a graduate of a bachelor's in business and law from University College Dublin currently working as the Global Graduate within Bord Bia's Seafood and Drinks department. As part of his role, Colm is also completing an MSc in Global Business Practice from the UCD Smurfit Business School.

This is Colm's first Bord Bia Bloom and he will be responsible for providing event support for the Bloom Inn in the lead up to Bord Bia Bloom and during the event itself.



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



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