

April 2nd, 2025

# Bloom Inn

## Exhibitor Briefing

BORD BIA  
**Bloom**



# Agenda

09.30 Bord Bia Bloom

09.35 Bloom Inn

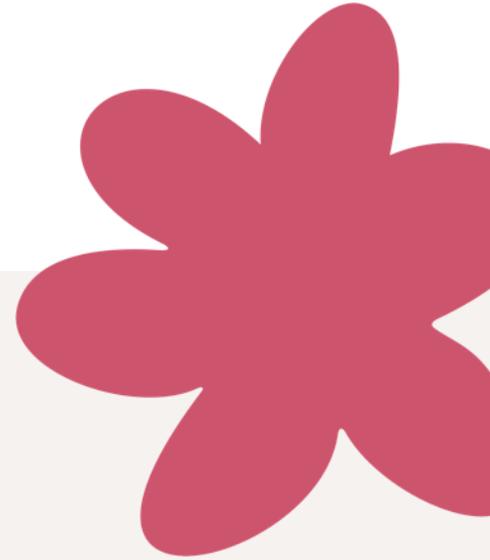
10.00 Operations and Logistics

10.25 Trade Breakfast

10:40 Promote your presence at Bord Bia Bloom

10.55 Close

**Q/A Format and Briefing Recording**



# Bord Bia Bloom



# Bord Bia Bloom 2025

## Phoenix Park

Thursday May 29th - Monday June 2nd



**106**  
Food Village  
Exhibitors

**5** stages  
**200+** live  
talks, demos and  
acts

**21**  
Show  
Gardens

**18**  
Plant  
Nurseries

**170** Indoor  
and Outdoor  
Retail Exhibitors

**70** Outdoor  
Food Trucks  
**4** Indoor  
Restaurants

# Our audience

Over 100,000 people visited Bord Bia Bloom 2024



**39%** **61%**  
Male Female



**36%**  
over 55 years of age



**64%**  
under 55 years of age



**55%**  
parents



**23%**  
first time visitors



**48%**  
have attended 2-5 times



**28%**  
have attended more than 5 times



**77%**  
primarily came to see  
the show gardens



**84%**  
plan to return in 2025



**67%**  
purchased at the event  
(average spend was €190)

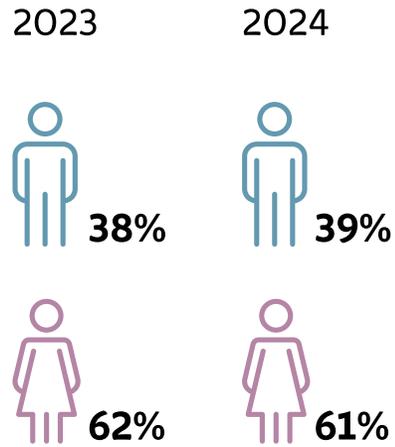


**+47 NPS**  
likely to recommend

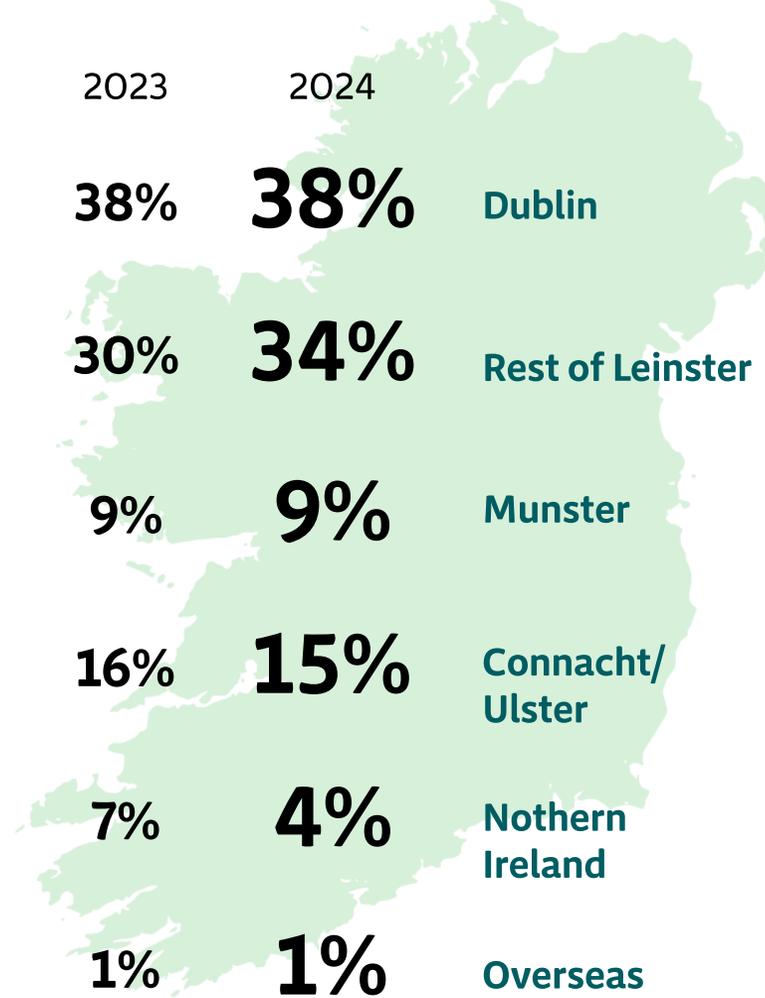
\*At event attendees

# Bord Bia Bloom 2024 Visitor Demographic

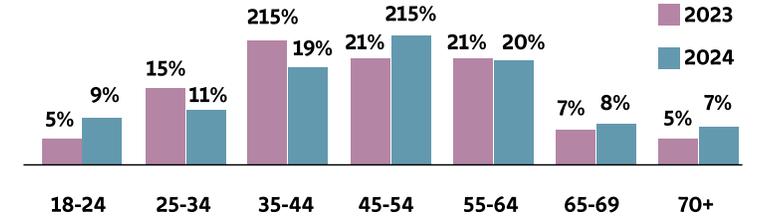
## Gender



## Geography



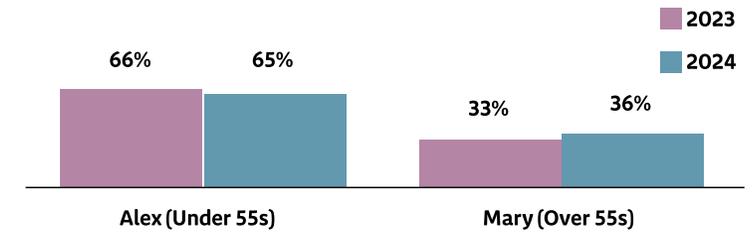
## Age



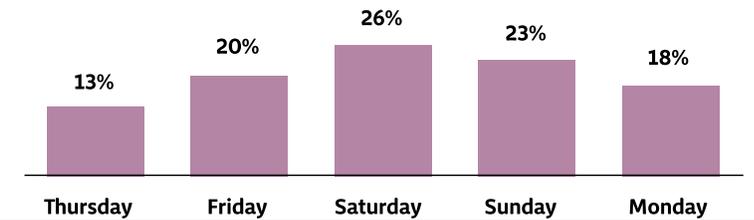
## Visitors are Parents



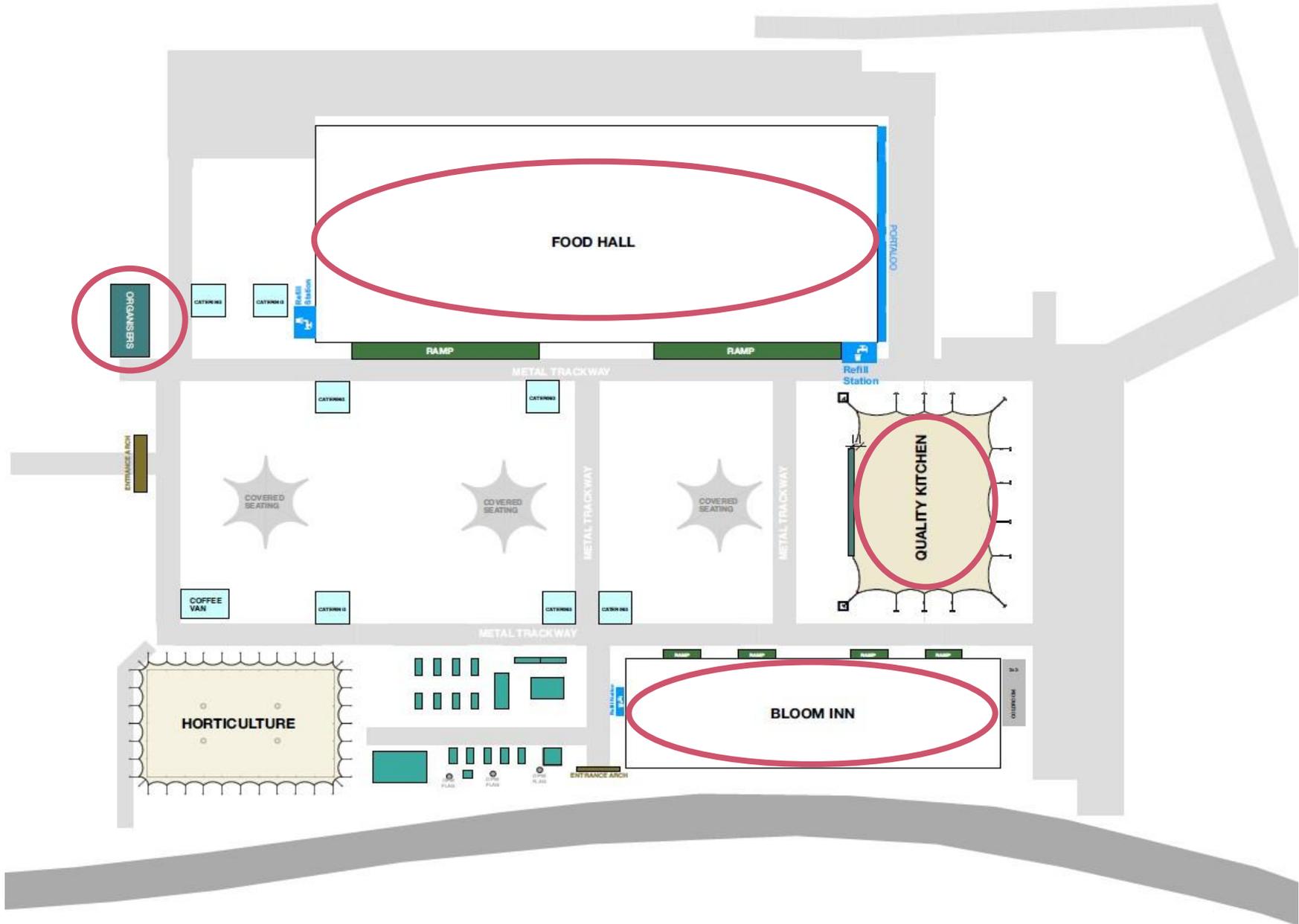
## Profile



## Day Attendance



# Food Village Site Plan





# Bloom Inn

BORD BIA  
**Bloom**



# 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.

# Bloom Inn Overview

- 28 Exhibitors + Poitín Experience
- Marquee increased by 10m
- Single stand - space only - 2.5m by 2.5m
- Structural Walls - Center Blocks
- Height restrictions - 2440mm high
- Tall units - Be mindful of neighbours
- Stand Boundaries
- Brand / Product Display
- Floorplan - mid-April



# Participation Package

Stand  
2.5m x 2.5m

1 double  
socket

1 kW power

1 car park  
pass

Exhibitor  
Wristbands

Comp visitor  
tickets

Communal  
wash-up area

Communal  
cold room

Communal  
freezers

Website  
listing

Trade  
breakfast

NEW

2Go Cup  
Service



# Exhibitor Wristbands

## Daily Wristbands:

Valid only on the day specified on the wristband.

## Full Wristbands:

Valid on all days.

- Collection Onsite – Food Village Organisers Office

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 (3 for Thursday, 3 for Friday, 3 for Saturday etc.)	4

# Complimentary Visitor Tickets

Digital Codes

Release: Late April

## Single Stand

10 Complimentary Tickets

(use on any day)

## Double Stand

12 Complimentary Tickets

(use on any day)

# Sales

- All alcohol and no/low alcohol product must be sold in a single serve format for onsite consumption
- Sales of 70cl spirit bottles (take home only)
- Set pricing structure

Drink Pricing Structure	
Beer/Cider 500ml	€6.50
Beer/Cider 250ml	€4.00
Cocktail	€9.00
Spirit and Mixer	€9.00
Wine (Standard Glass)	€9.00

- ❌ Retail unit bottle/can (beer/cider/spirits/wine).
- ❌ Multi buy promotions
- ❌ Do not serve customers who appear intoxicated



# Sampling

Item	Sample Size
Beer	50ml
Wine	30ml
Spirit	5ml

1. ID
2. Compostable Packaging

## Ice



# Electrics and Refrigeration

Each exhibitor will receive 1 double socket and 1kW Power

- **Do you need additional sockets and/or power?**
- **Do you need to hire a fridge or freezer?**



# Food Village Exhibitor Zone

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# Thank You

## Questions?

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