



Exhibitor Briefing – Trade Breakfast

April 2nd 2025



Friday, May 30th

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



250 buyers across Retail and Foodservice



Maxol



AVOCA



CAMILE

DUNNES
STORES



M&S

EST. 1884



COMPASS
IRELAND



KC PEACHES

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 with light-colored skin and short, clean fingernails. The hand is in the process of placing a white, rectangular letter block onto a row of other similar blocks. The blocks are arranged on a dark, reflective surface. The first five blocks are already in place and spell out 'ABOUT' in bold, black, sans-serif capital letters. The hand is holding the sixth block, which has the letter 'U' on its top face, and is about to place it next to the 'T'. The seventh block, which has the letter 'S' on its top face, is already in place to the right of the 'U' block. The background is a soft, out-of-focus green, suggesting an outdoor setting with foliage.

A B O U T U S
M E

Bord Bia Resources

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Trade Breakfast



The Trade Breakfast 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.

Customers in attendance in 2024 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.

Bord Bia Contacts



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BORD BIA
IRISH FOOD BOARD