



Exhibitor Briefing – Trade Breakfast

April 1st 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



DUNNES STORES

TESCO

Musgrave



COMPASS IRELAND



fresh THE GOOD FOOD MARKET

M&S EST. 1884

Sysco



Taste the View IRISH ARTISAN FOODS



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 nail polish moving a white letter block. The hand is positioned on the right side of the frame, with the index and middle fingers touching the top of the 'S' block. The letter blocks are arranged in a row on a dark blue reflective surface. The background is a soft, out-of-focus green.

**A B O U T U S
M E**

Bord Bia Resources

🏠 > Industry > Food Hall Exhibitor Zone > Trade Buyer Breakfast

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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IRISH FOOD BOARD