



Bloom Inn

The place to grow your drinks brand

IN ASSOCIATION WITH



OPW Oifig na nOibreacha Poiblí
Office of Public Works

May 29th - June 2nd 2025, 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



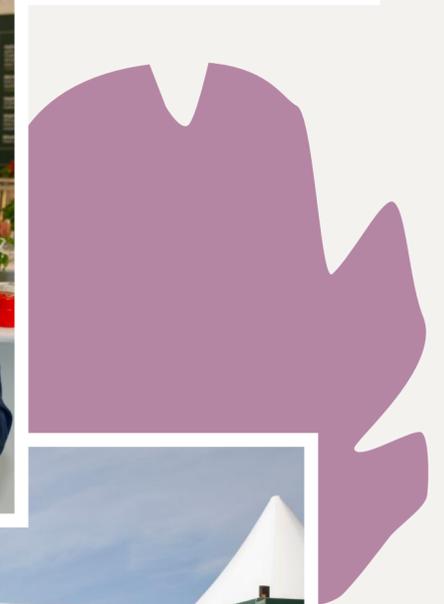
Trade Breakfast Event

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 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. 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.

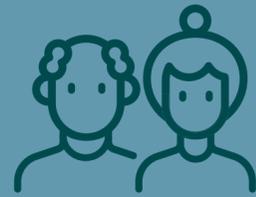


Our audience

Over 100,000 people visited Bord Bia Bloom 2024



39% Male
61% 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

Food Village



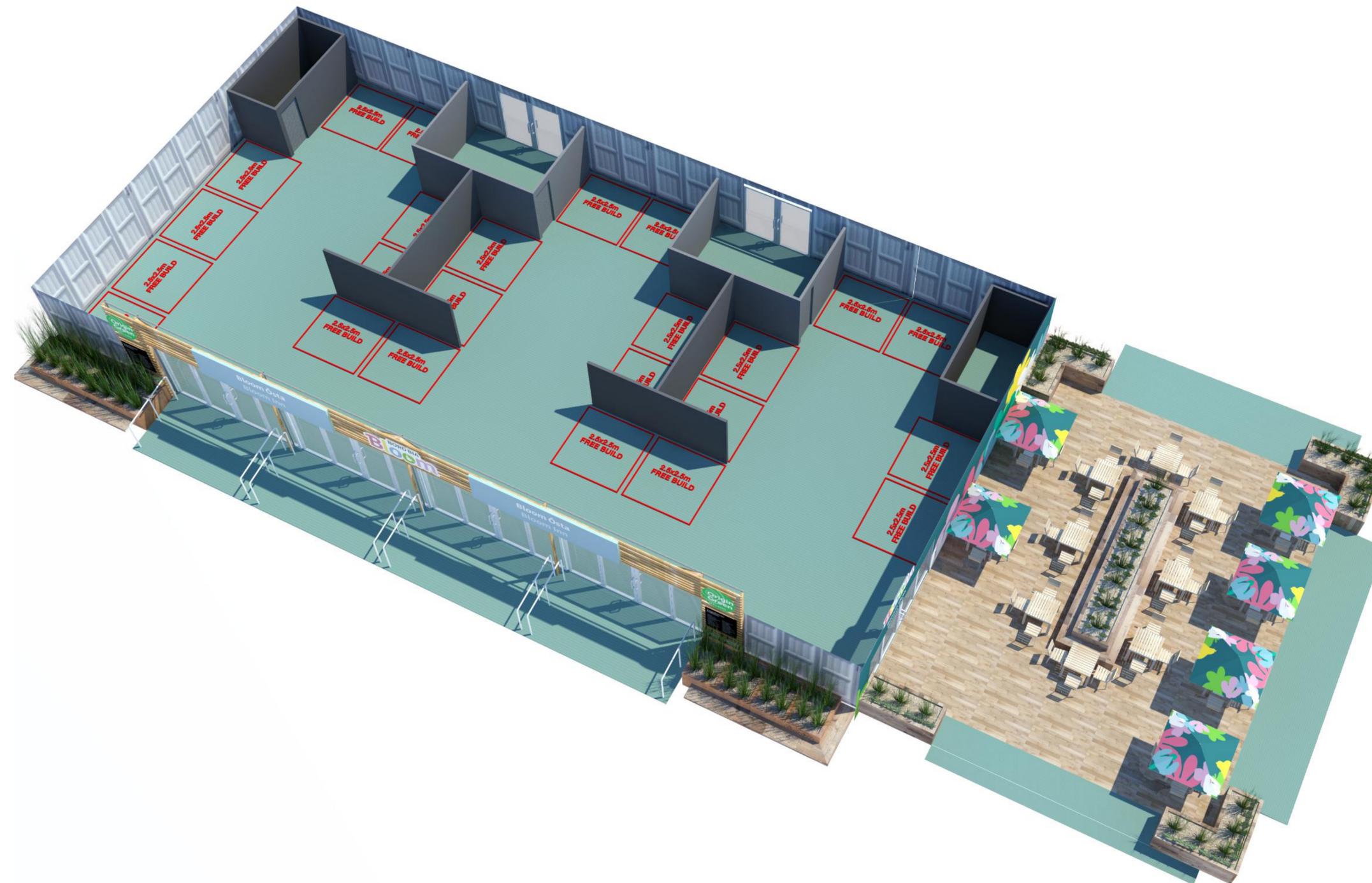
Single Stand

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 2440mm in height.

Note:

The maximum height allowed for free build structures or exhibitor graphic panels is 2440mm.

€1,231 + 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



Legacy Irish Cider

The Bloom Inn is always a hugely positive event for us at Legacy Cider.

Bloom is a unique, family-run event, operated by Bord Bia, that is managed with a high level of professionalism. It draws the perfect customer base for our products.

The trade buyer breakfast is an ideal event to meet a wide range of customers from local retail outlets, bars, restaurants and buyers from supermarket groups and chains.

2023 was our sixth year at Bloom and it has created a super profile for us with customers travelling from all around Ireland and returning each year to meet us and talk about what we are doing and our plans. It's a fabulous opportunity for the producers to meet their customers and get their insights.



Rye River Brewing Company

Rye River Brewing Company have been proudly exhibiting at Bord Bia Bloom since 2015. The event has provided us with the opportunity to drive awareness of our brand and to connect first hand with our consumers, as well as providing a platform to launch many of our innovations.

Bloom is the highlight of our events calendar, and the increasing scale of the event has allowed us to reach a diverse consumer base while affording us the opportunity to drive our business in our domestic market.

We look forward to sharing a Rye River Brewing Co. beer with you all at Bloom 2025.



Micil Distillery

Bord Bia Bloom is a highlight of the year for us at Micil. It allows us to showcase our award winning spirits alongside the very best that Ireland has to offer. Over the four years that we've been attending we've really enjoyed meeting people from all over the country and further afield. It's an amazing opportunity to tell our story and sample our products. The feedback we get is invaluable to us and we continue to branch out and grow our brand. The best part is that year on year we see more and more familiar faces returning to tell us where they've found our products and who they've introduced them to.

The Trade Breakfast is a great platform for us to introduce ourselves to buyers from across the country and has allowed us to introduce ourselves to key people across the independent and multiples chain something very few other shows can offer.



The Shed Distillery

Bloom 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. 2024 was our sixth-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. It's fantastic opportunity to launch a new product or gain feedback from different market segments. We look forward to seeing you in 2025 - don't forget the suncream!

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 Manager

Lisa manages the overall event operations and client participation within the Food Village. This will be Lisa's eighth 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 fourth 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 second 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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