



Food Hall

The place to grow your food 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



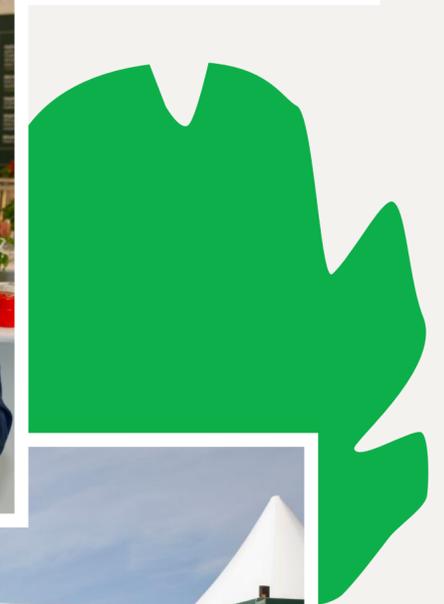
Trade Breakfast Event

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)

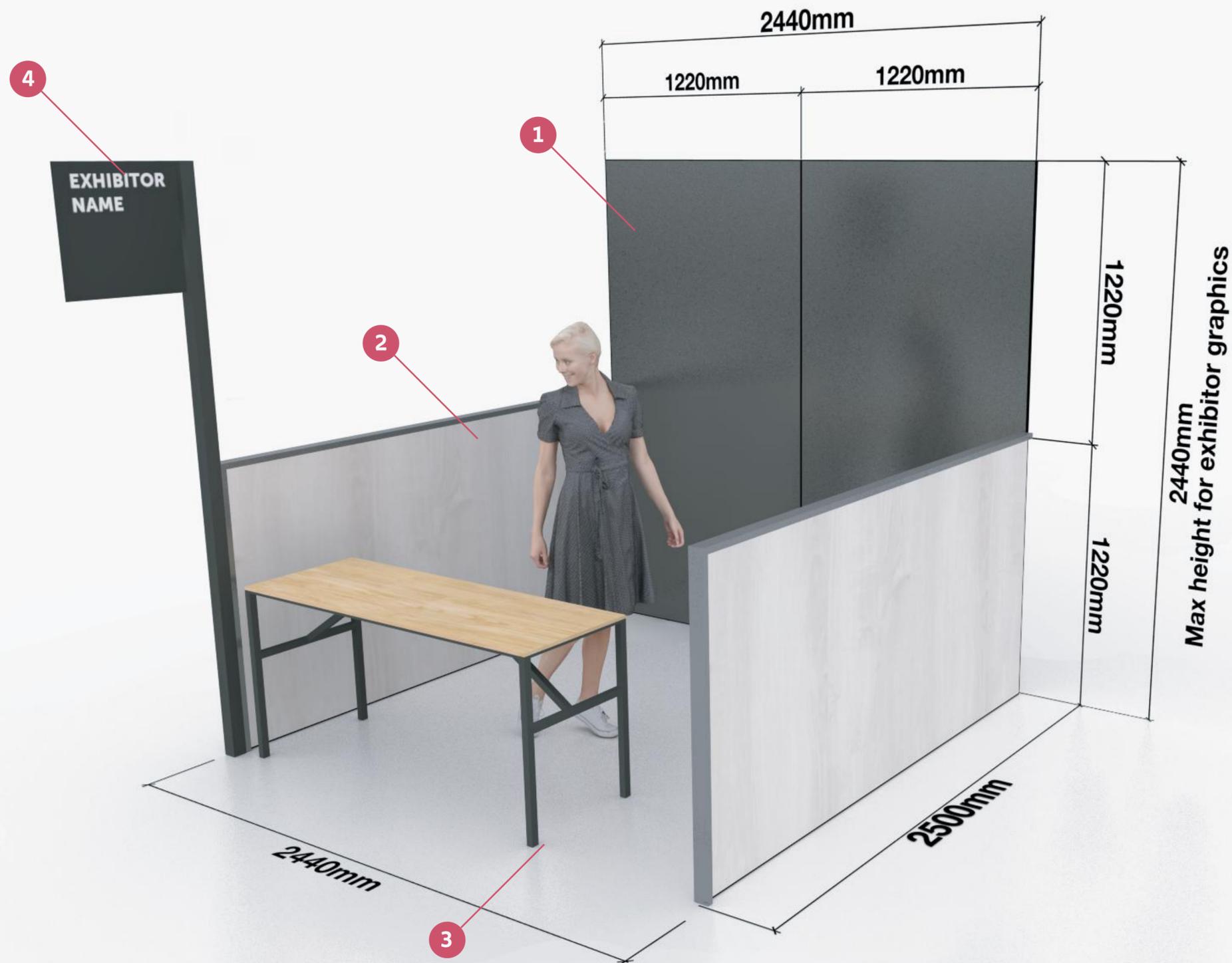


+47 NPS
likely to recommend

Food Village



Single Stand



1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls. @2440mm high.
2. Melamine side walls with edge trim. @1220mm high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name.

Notes:

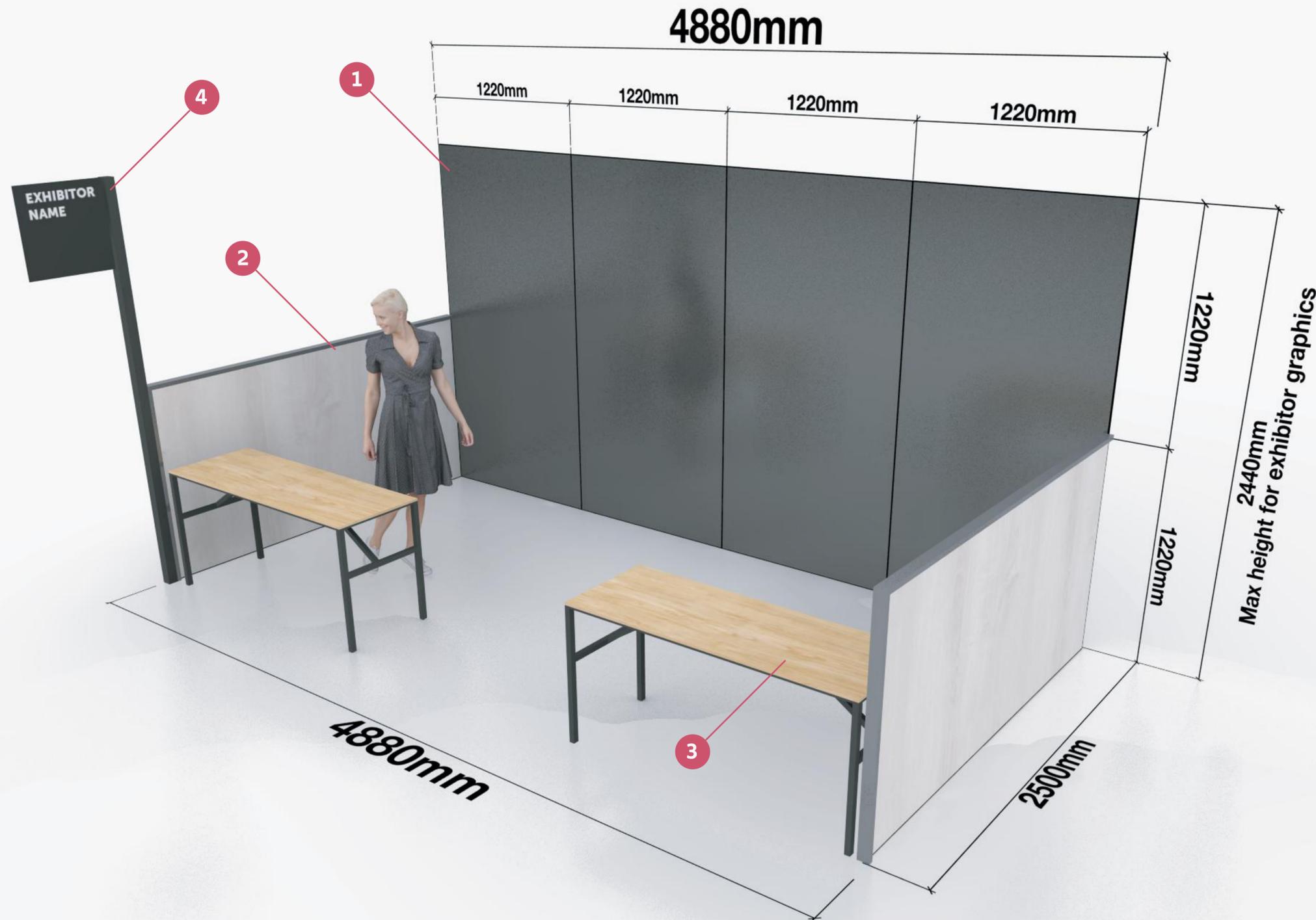
The maximum height allowed for exhibitors to display their own graphic panels on the back wall is 2440mm.

The maximum height allowed for exhibitors to display their own graphic panels on the side walls is 1220mm.

These graphic panels must be mechanically fixed to the existing melamine back wall.

€1,231 + VAT

Double Stand



1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls. @2440mm high.
2. Melamine side walls with edge trim. @1220mm high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name.

Notes:

The maximum height allowed for exhibitors to display their own graphic panels on the back wall is 2440mm.

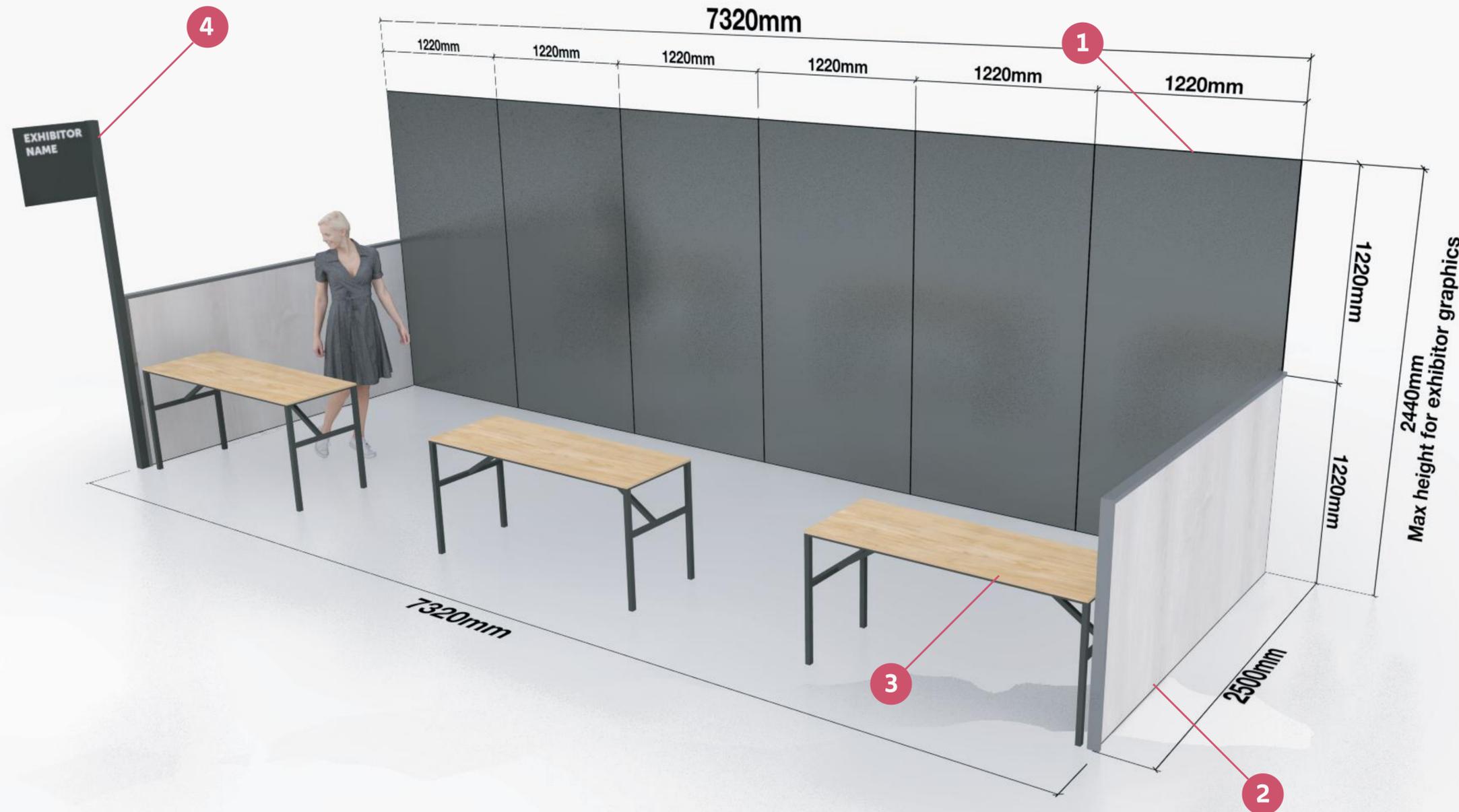
The maximum height allowed for exhibitors to display their own graphic panels on the side walls is 1220mm.

These graphic panels must be mechanically fixed to the existing melamine back wall.

There are a limited number of double stands available within the Food Hall.

€2,461 + VAT

Triple Stand



1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls. @2440mm high.
2. Melamine side walls with edge trim. @1220mm high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name.

Notes:

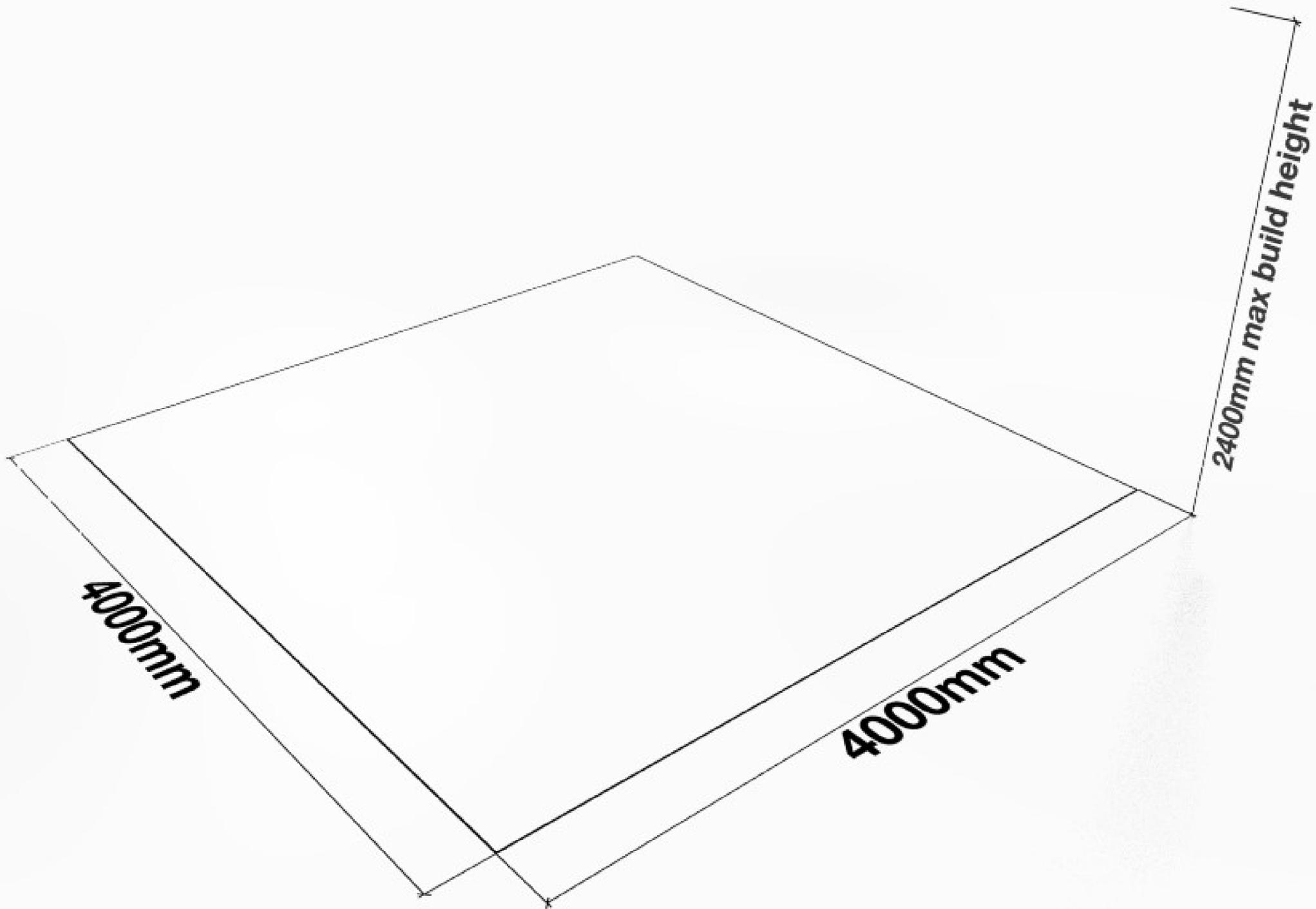
The maximum height allowed for exhibitors to display their own graphic panels on the back wall is 2440mm.

The maximum height allowed for exhibitors to display their own graphic panels on the side walls is 1220mm.

These graphic panels must be mechanically fixed to the existing melamine back wall.

There are a limited number of triple stands available within the Food Hall.

€3,969 + VAT



4x4m Space

1. 4x4m free build space.
2. Trestle table Note: Will only be supplied on request.

Notes:

The maximum height allowed for exhibitors to build within free-build space is 2440mm.

There are a limited number of 4x4m space stands available within the Food Hall.

€6,521 + VAT

Our clients' experiences



Silver Hill Duck

Silver Hill Duck have been participating at Bord Bia Bloom since 2014 and is one of the highlights of our annual event calendar.

Exhibiting at Bloom is a fantastic platform for showcasing and sampling our products to over 100,000 people, significantly enhancing our brand recognition.

Bloom is an excellent opportunity to connect with a diverse audience and a perfect backdrop for networking and collaboration with buyers, fellow exhibitors, and customers.

The event was exceptionally organised, and the Bord Bia team were most helpful in the lead up to and throughout the show.

The layout of the exhibit space was also thoughtfully designed, allowing for easy navigation and ample opportunity for meaningful conversations.

We are already looking forward to Bloom 2025.



Blanco Niño

Bord Bia Bloom is the one festival we really look forward to the most each year, and since our first exhibition in 2023, it has been the most impactful festival for our business. Nestled in the beautiful Phoenix Park, the Bloom grounds buzz with over 100,000 foodie consumers eager to learn about Irish Food & Drink, providing us with a direct connection to our customers. The organisation behind the festival is impeccable, and our team highly recommends Bloom to any Irish Food & Drink business looking to go and build new relationships with consumers and buyers.



Cooleeney Cheese

Bloom is the highlight of our promotional work during the summer. The event is much loved by all the team as we meet our customers and potential customers and chat about our cheeses and our new products. The opportunity to taste our cheeses is the key to success. Bord Bia's dedication to the food industry is much appreciated by Cooleeney Cheese and we have attended Bloom for more years than we can remember. Each year gives us so much feedback from the attendees and sends us home with lots of energy and ideas for more R&D.



donnelly fresh

Our first year as donnelly fresh at Bord Bia Bloom exceeded all expectations. It was the perfect opportunity to showcase our branded product range and connect directly with consumers. The exposure to such a broad and engaged audience was invaluable for our brand, and the feedback we received was overwhelmingly positive. The Food Hall offered an ideal environment for gathering consumer insights, which are key to our growth and innovation. We were thrilled by the genuine interest shown in our products and the opportunity for meaningful brand engagement. The event offered strong networking opportunities for us, meeting with other fantastic Irish brands at the show, and getting first hand engagement with key retailers at the buyer's breakfast, opening doors for future partnerships. The Bloom team's support was also exceptional. As first-time exhibitors with chilled product we had plenty of questions, but their guidance and professionalism ensured everything ran smoothly throughout the event. For any Irish producers considering Bloom, we can't recommend it highly enough - trust us, you won't regret it!

Meet the team



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.

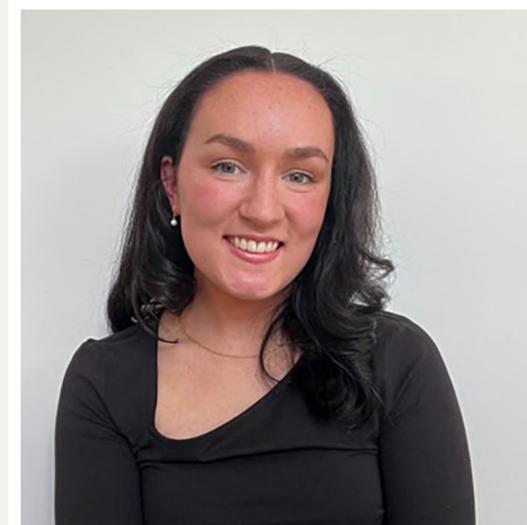


Sarah Hanly

International Graduate Prepared Consumer Foods

Sarah joined Bord Bia's International Graduate Programme in 2023 after completing her degree in Business Studies from DCU.

She works within the Prepared Consumer Foods team, supporting Bord Bia client companies through the delivery of tradeshow, market study visits and reports. This is Sarah's second Bloom, and she will be responsible for providing event support for the Food Hall in the lead up to Bord Bia Bloom and during the event itself.



Niamh Duffy

Marketing Events & Brand Activation Intern

Niamh works in the Marketing Events and Brand Activation team in Bord Bia. She is currently studying Marketing, Innovation and Technology at Dublin City University. This is Niamh's first Bord Bia Bloom, and she will be supporting the client companies in their preparation for a successful event.



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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