



# Bloom Inn

The place to grow your drinks brand

IN ASSOCIATION WITH



**OPW** Oifig na  
nOibreacha Poiblí  
Office of Public Works

June 1<sup>st</sup> - 5<sup>th</sup> 2023, Phoenix Park, Dublin

[bordbiabloom.com](http://bordbiabloom.com)

# The Food Village

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.



# 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 exhibitors in the Food Village.**

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 2022 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 visitor profile

Exhibiting at Bord Bia Bloom gives you direct access to your target audience. Over **110,000** consumers attended the festival in 2022. They were:

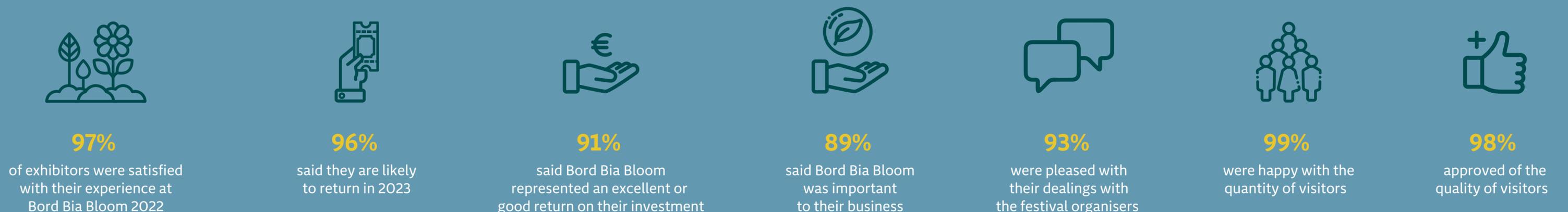


## Daily visitors to Bord Bia Bloom 2022

<b>Thursday, June 2nd</b> 17,596	<b>Friday, June 3rd</b> 20,733	<b>Saturday, June 4th</b> 27,046	<b>Sunday, June 5th</b> 21,403	<b>Monday, June 6th</b> 26,462	<b>Total</b> 113,240
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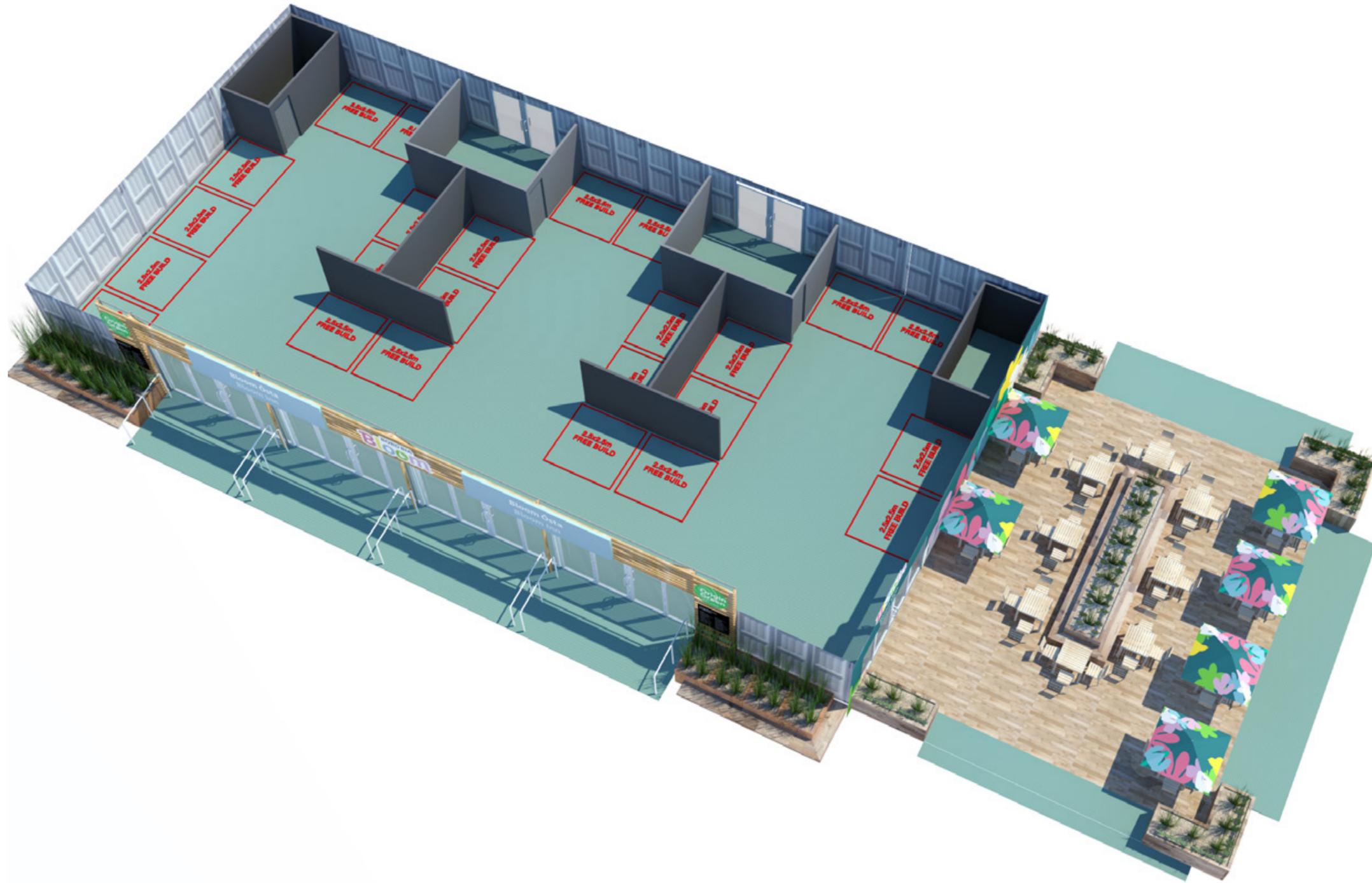
## Exhibitor ratings

Our exhibitors rate Bord Bia Bloom highly each year, with many returning to the festival time and again. Independent research found that:



# 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 2.44m in height.

### Note:

The maximum height allowed for free build structures or exhibitor graphic panels is 3 metres.

€1,116 + 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



## Beekon Batches

To say that Bord Bia Bloom 2022 blew us away is an understatement. It epitomised the best of Irish in every way. Like minded interested audiences came from every corner of the country in their droves, all interested in experiencing, supporting and buying Irish brands and products. Bord Bia Bloom acted as the perfect kick off to our season, as it gave us an incredible platform to sample & sell our product over the 4 days. There were numerous dimensions to the supports and benefits we received; from the buyers breakfast which resulted in significant buyer interest and listings, media exposure; where we were invited to share our story both on the stage & on radio which gave us even greater reach, not to mention the significant sales volume and customer samplings achieved. The event was excellently managed with clear communication, pre, during and post and installation with support every step of the way.



## Five Farms

We participated in the Bloom Inn for the first time in 2022 and weren't sure what to expect. The event turned out to be a perfect platform to promote Irish drinks in a convivial and well organised space within the Bord Bia Bloom festival. We were pleasantly overwhelmed by the interaction from the visitors over the 5 days and the excellent opportunity to interact with our target consumer introducing and tasting Five Farms Irish Cream. The trade breakfast allowed us to engage with trade contacts and has opened up some interesting opportunities for the brand to increase distribution nationally.

We are looking forward to next year and continuing the great engagement with consumers and the trade.

# Meet the team



## Michael Hussey

### Senior Manager Drinks and Seafood

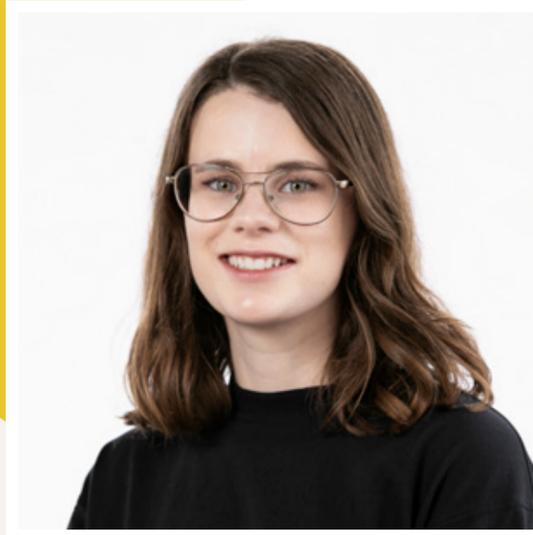
Michael has previously managed Bord Bia's office in the Middle East from 2013 to 2018. With a career in Bord Bia that spans over 20 years, Michael has also worked across the Irish dairy, consumer foods and meat sectors.



## Michael 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.

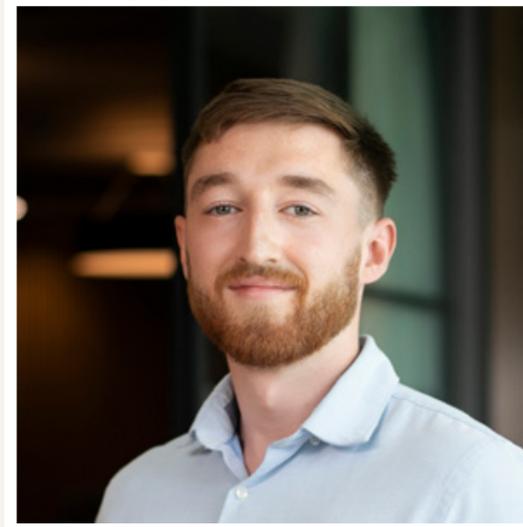


## Lisa Smyth

### Marketing Events & Brand Activation Project Executive

Lisa manages event operations within the Food Village. This will be Lisa's fifth Bord Bia Bloom since 2017.

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.



## Cian Hand

### International Graduate Drinks and Seafood

Cian Hand is a graduate of a bachelor's in commerce from University College Dublin currently working as the Global Graduate within Bord Bia's Seafood and Drinks department. As part of his role, Cian is also completing an MSc in Global Business Practice from the UCD Smurfit Business School.

Cian is responsible for providing event support for the Bloom Inn in the lead up to Bord Bia Bloom and during the event itself.



## Sam Warbrick

### Food Village Co-Ordinator

Sam Warbrick joined the Bord Bia Bloom team in 2021 bringing more than 13 years' experience in exhibition and event management. Sam is responsible for managing exhibitor participation in the Food Village. This will be Sam's second Bord Bia Bloom, having managed sponsorship activity at last year's 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](mailto:foodvillage@bordbia.ie)



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