



# Food Hall

The place to grow your food 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:

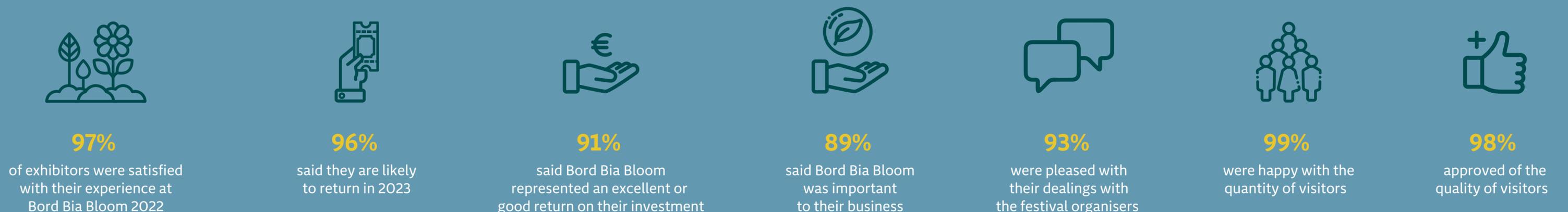


## Daily visitors to Bord Bia Bloom 2022

<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

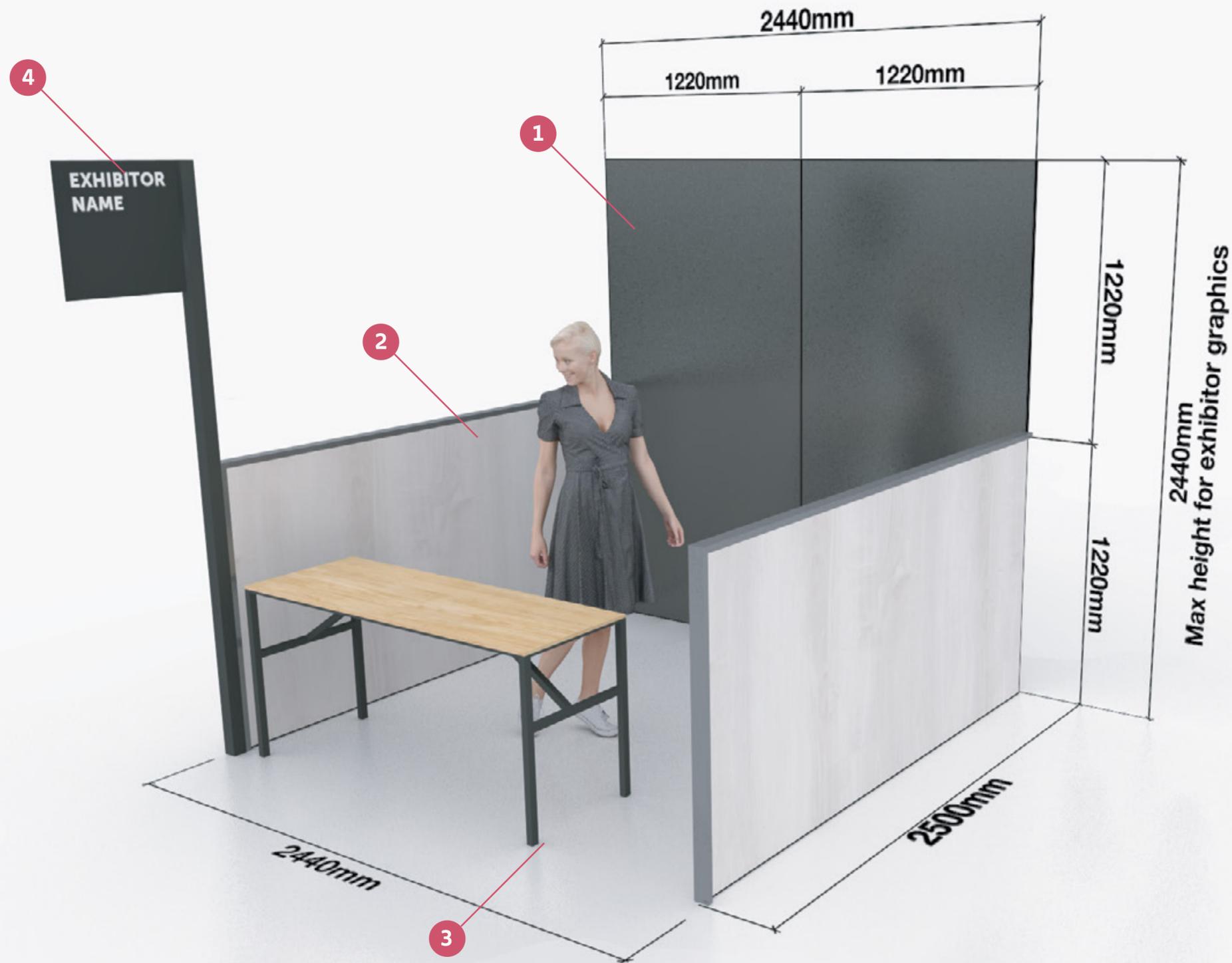
Our exhibitors rate Bord Bia Bloom highly each year, with many returning to the festival time and again. Independent research found that:



# Food Village



## Single Stand



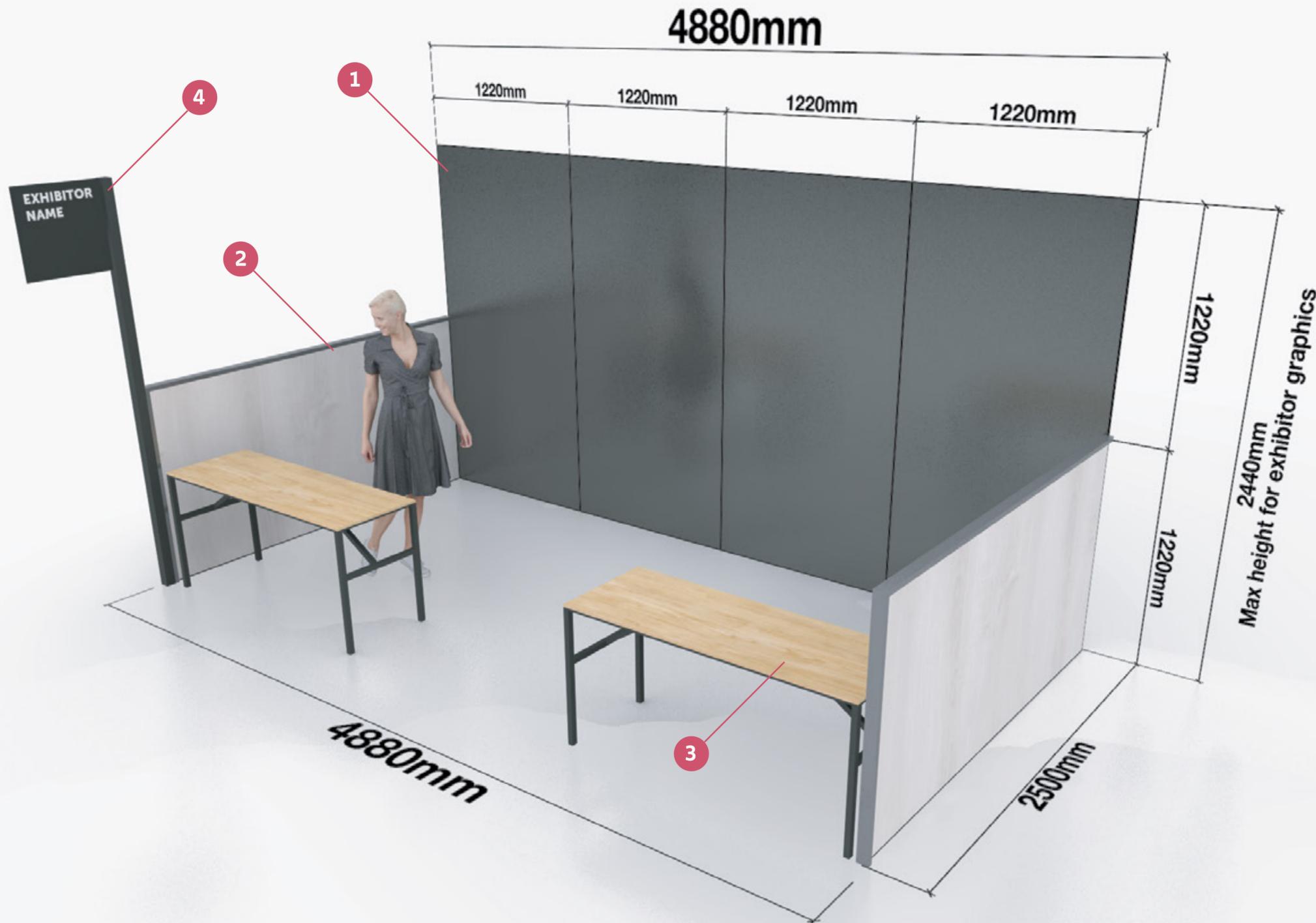
1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls.
2. Melamine side walls with edge trim. @1.22m high.
3. 6' trestle table included as part of pack. Note: This will only be supplied on request.
4. Vertical post mounted to melamine side walls supporting graphic panel with exhibitor name and Origin Green / Love Irish Food logo.

### Note:

The maximum height allowed for exhibitors to display their own graphic panels is 2440mm. These graphic panels must be mechanically fixed to the existing melamine back wall.

€1,116 + VAT

## Double Stand



1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls.
2. Melamine side walls with edge trim. @1.22m 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 and Origin Green / Love Irish Food logo.

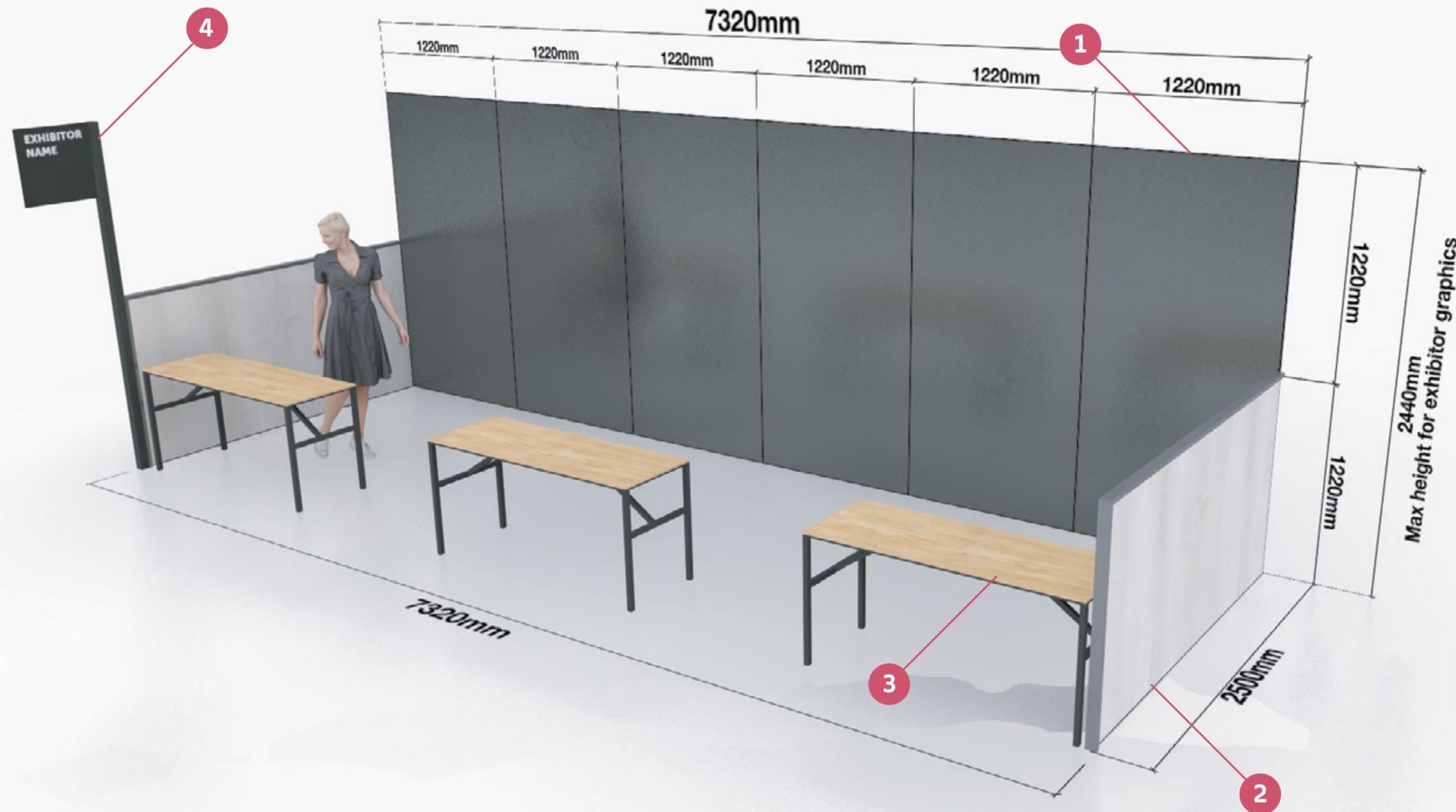
### Notes:

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

€2,232 + VAT

## Triple Stand



1. Back walls constructed from 18mm anthracite melamine. Exhibitor graphics may be mechanically fixed to back walls.
2. Melamine side walls with edge trim. @1.22m 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 and Origin Green / Love Irish Food logo.

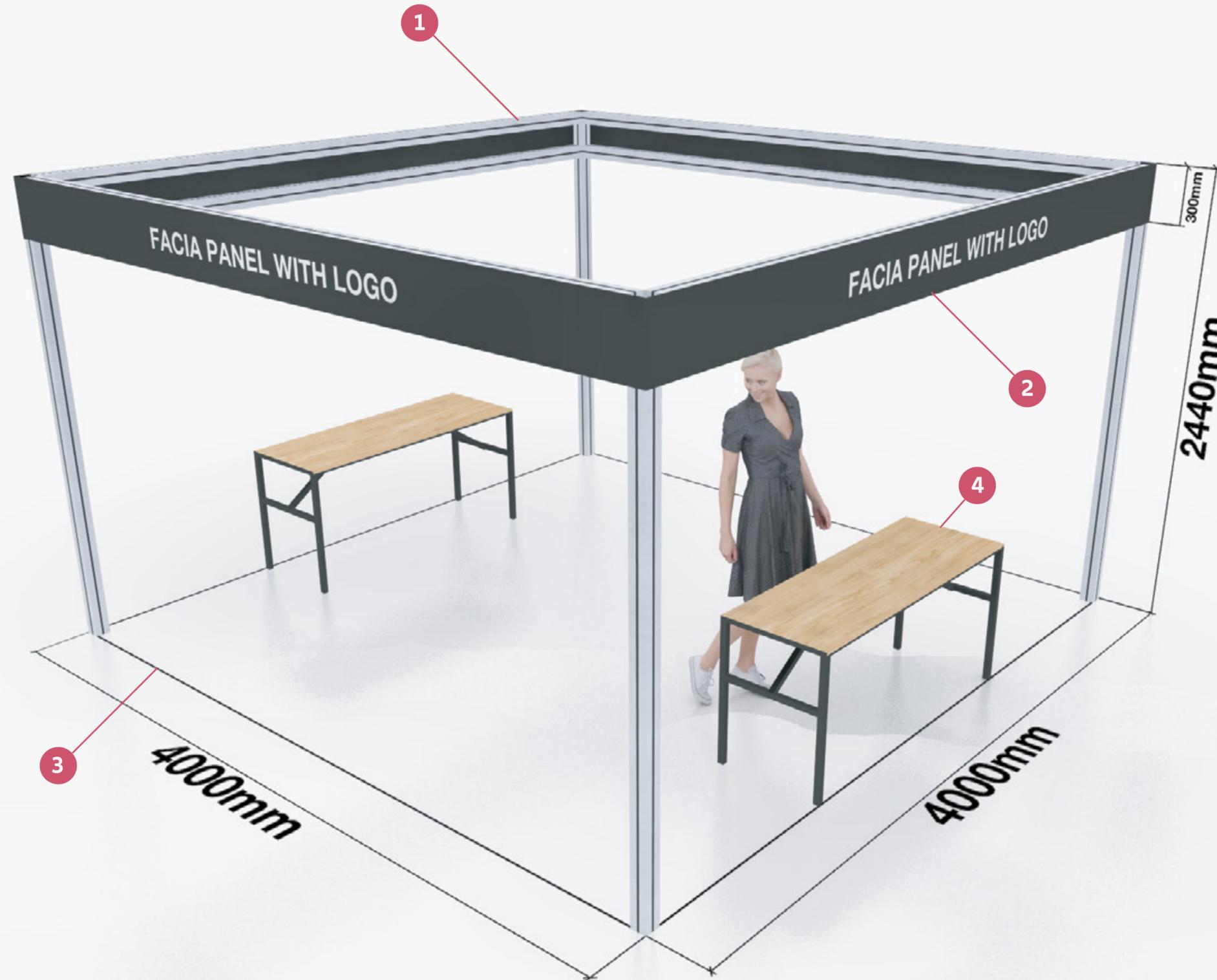
### Notes:

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

€3,600 + VAT

## 4x4m Space



1. System framework forming 4x4m free build space. 2440mm high.
2. Direct print on foamex facia panel to 4 sides. Exhibitor name & Origin Green / Love Irish Food logo where applicable. Note: Overall framework & facia panels will only be supplied on request.
3. 4x4m free build space.
4. 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 4 x 4 space stands available within the Food Hall.

€5,400 + VAT

# Our clients' experiences



## Keogh's

Keogh's have been participating at Bord Bia Bloom for years.

Bord Bia Bloom is a prominent occasion in our annual event calendar as it allows us the opportunity to meet and connect with over 100,000 customers across the five days. Bord Bia champions the Irish Food and Drink industry by providing a relaxing, enjoyable environment for all the family.

Sampling at Bord Bia Bloom is an integral part of our communication strategy as receiving direct feedback from our customers is an invaluable asset, especially when focusing on new product development.



## Good4U

Bord Bia Bloom was excellent for us, after being restricted by Covid for so long, it was a wonderful platform for us to be able to showcase our new range of snacks and toppers, meeting people both trade buyers and individual consumers and being able to get instant honest feedback was fantastic. In 2023 we will ensure we have enough stock as this year we sold a lot more than we ever anticipated!



## Farmers to Market

In my experience of 10 years exhibiting at Bord Bia Bloom it provided us, a small family run food company, with a unique opportunity to engage with consumers and retailers.

For our business to have a level of exposure created by the Food Village at Bord Bia Bloom is rare. Being able to engage with consumers who value the provenance of their food is beneficial. It allows us to showcase the passion and ethos behind our brand and provides an opportunity to take onboard reactions and feedback.

Obviously, sales of our Farmers to Market free range chicken are a function of our attendance. However, of greater value is the opportunity to educate discerning consumers on the attributes of our fantastic product. Hearing this message from those directly involved in the production process has a powerful and lasting impact on consumers and their brand choice.



## King of Kefir

This is a must attend event for Irish artisan producers. It allows for very strong public engagement opportunity with a broad demographic, which served to enhance our brand recognition, educated the consumer on our products and inform potential customers of where they could buy our products nationwide.

The engagement with new buyers after the breakfast meeting is as brilliant opportunity for any producers with ambitions to scale.

A huge thanks to all the Bord Bia team involved it making it a very smooth and professionally run event.

# Meet the team



## Gillian Willis

### Food and Beverage Team Project Manager

Gillian Willis joined Bord Bia in 2018 as the Small Business Manager and is now a Project Manager with the Food and Beverage team. Gillian oversees the management of the Food Hall (formerly the Food Market) at Bord Bia Bloom.

Gillian has project managed the delivery of events such as the Bord Bia Small Business Open Day, Biofach and skills training workshops for Irish food, drink and horticulture producers.



## 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.



## 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.



## Mabel Leigh

### Intern Food and Beverage Team

Mabel is the client engagement intern on the Food and Beverages Team in Bord Bia. She is currently studying business and law in Maynooth. This is Mabel'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](mailto:foodvillage@bordbia.ie)



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