

Bloom Inn

The place to grow your drinks brand

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

May 28th - June 1st 2026, Phoenix Park, Dublin

bordbiabloom.com

Be part of the Food Village at Bord Bia Bloom – the home of Irish food and drink

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



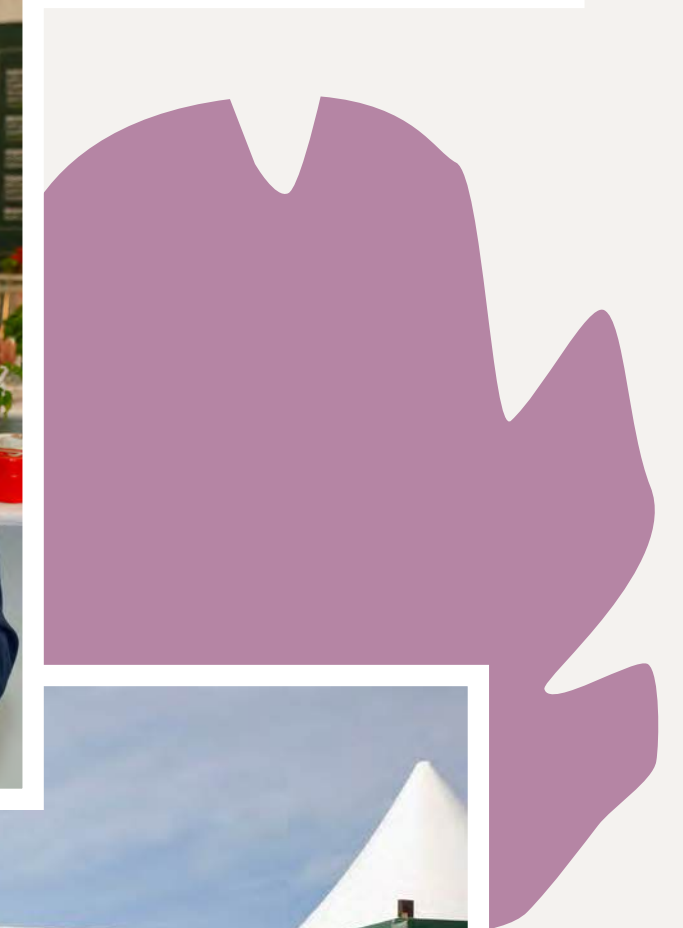
Trade Breakfast Event

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 2025 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 2025



33% **67%**
Male Female



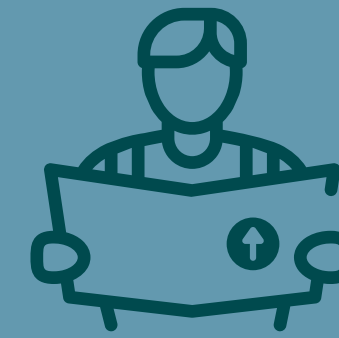
35%
over 55 years of age



65%
under 55 years of age



50%
parents



30%
first time visitors



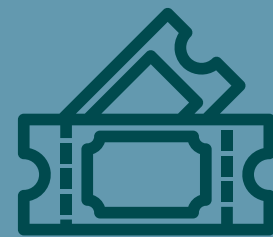
49%
have attended 2-5 times



21%
have attended more
than 5 times



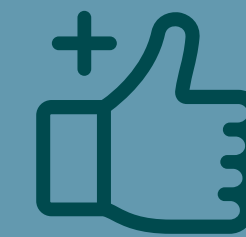
73%
came primarily to see
the show gardens



84%
plan to return in 2026

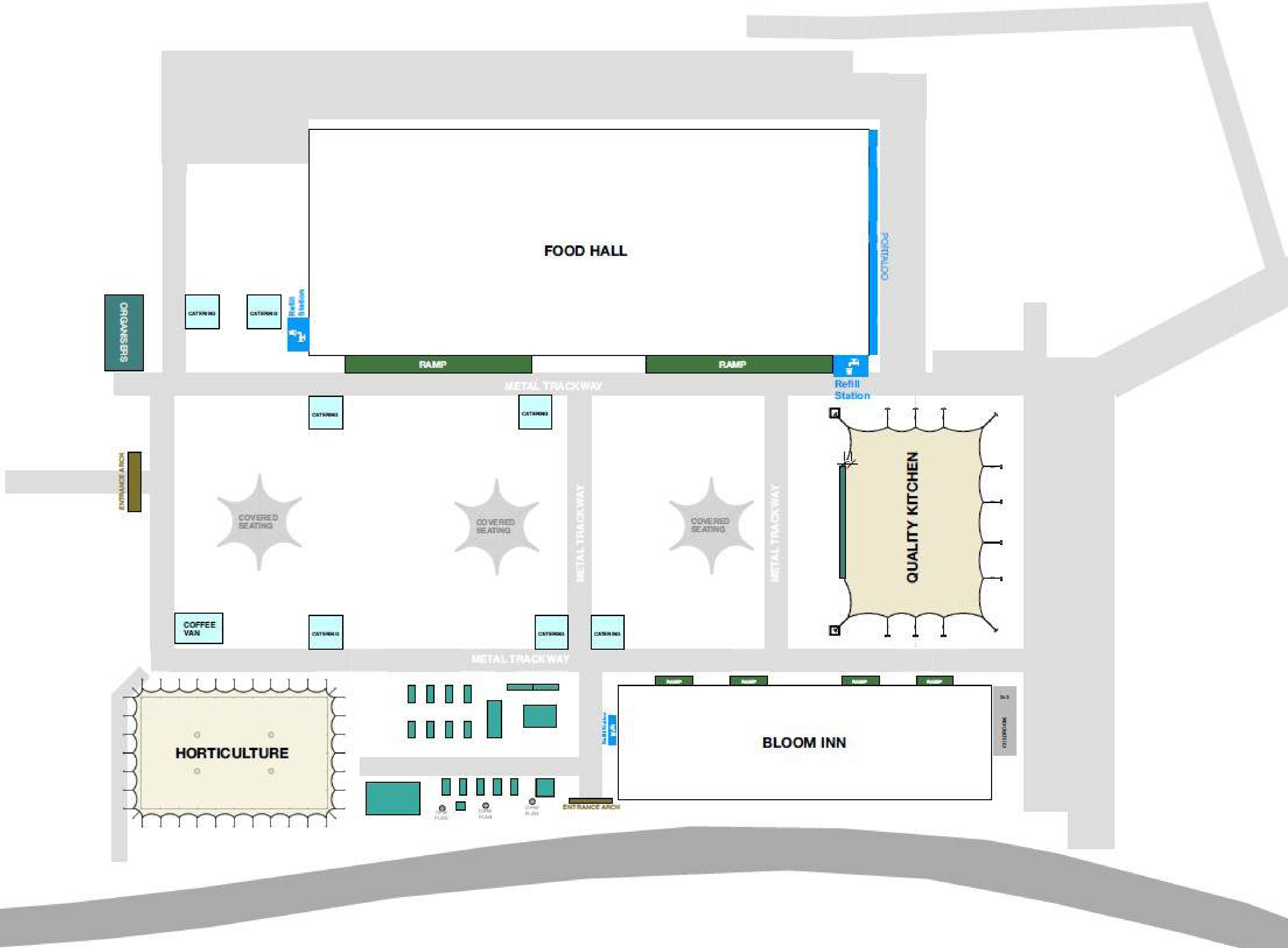


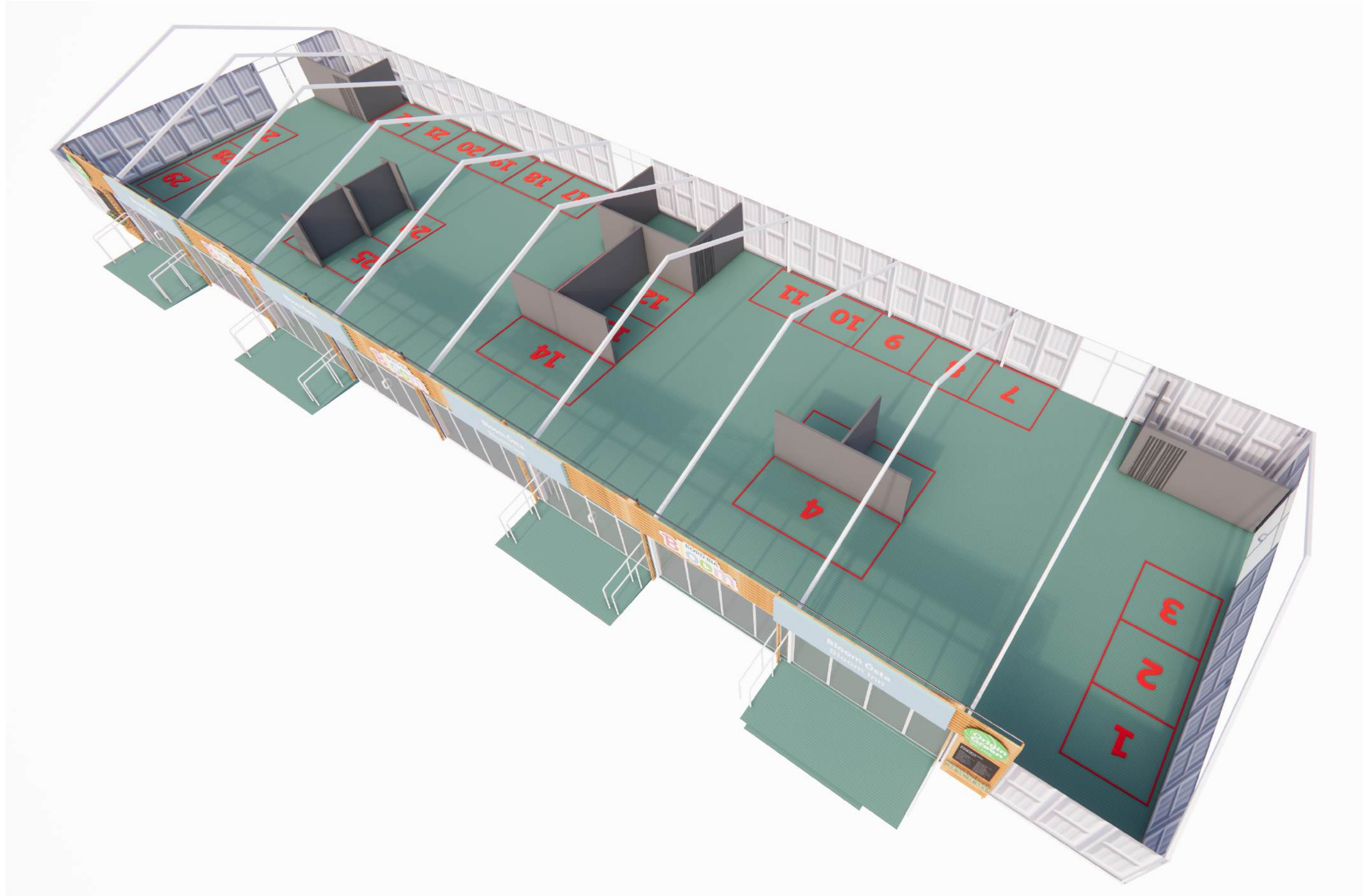
€231
was the average spend
at the event



+50 NPS
up 3% YoY

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.

€1,292 + 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



Valentia Island Vermouth

Bloom is an amazing event and such a great chance for a small, artisan brand like us to connect with incredible brands, meet people from all over Ireland and share our story. By meeting so many people we get direct feedback from customers while expanding our visibility nationally. We have met incredible buyers from some of the national retailers as well as the smaller, independent retailers and were even lucky enough to be on live on Lyric FM with Lorcan Murray who did a live tasting on air! Bloom is a staple in our calendar and one we look forward to every year.



Carlow Brewing Company

Bord Bia Bloom is an incredible platform for Irish businesses to showcase their work and connect with like-minded creatives. The festival truly offers something for everyone: whether you are planning a family day out, a gardening enthusiast, a foodie, or simply in search of your next favourite local business. There's no better place than Phoenix Park to bring all that energy together in such a scenic and welcoming setting.

For us at Carlow Brewing Company, Bloom has become a yearly highlight we always look forward to. Each year, the organisation, atmosphere, and standards continue to grow, and so does our appreciation for what this event represents. It's an inspiring celebration of innovation, sustainability, ethical production, and community-driven change. We love sharing our passion for a greener future with such a diverse audience, and the chance to engage in conversations with customers and partners alike is one of the most valuable aspects of the experience.



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 2026.



The Shed Distillery

Bord Bia 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. 2025 was our seventh 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 2026 - don't forget the sunscreen!

Meet the team



Laura Douglas

Head of Bord Bia Bloom & Brand Partnerships

Laura joined Bord Bia in 2022 as Head of Bord Bia Bloom and Brand Partnerships. She is an experienced marketer with a proven track record delivering growth across some of the world's leading brands.

Laura was responsible for the creation and launch of the Guinness Open Gate Brewery as part of transforming Guinness into a vibrant and dynamic innovator. She was also instrumental in the development and success of some of Ireland's most popular events, including the Carlsberg Cat Laughs and the Vodafone Comedy Festival. Recognised for her breakthrough strategic thinking and excellent relationship building skills, she delivers growth-driving business outcomes and best-in-class experiences.



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 is a project manager within the Marketing Events and Brand Activation team in Bord Bia. In addition to 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.

Lisa manages the overall event operations and client participation within the Food Village. This will be Lisa's ninth Bord Bia Bloom.



Sam Warbrick

Food Village Co-Ordinator

Sam joined the Bord Bia Bloom team in 2021 bringing more than 14 years' experience in exhibition and event management. Sam is responsible for managing operations and logistics in the Food Village. This will be Sam's fourth Bord Bia Bloom.



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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