

Food Hall

The place to grow your food 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



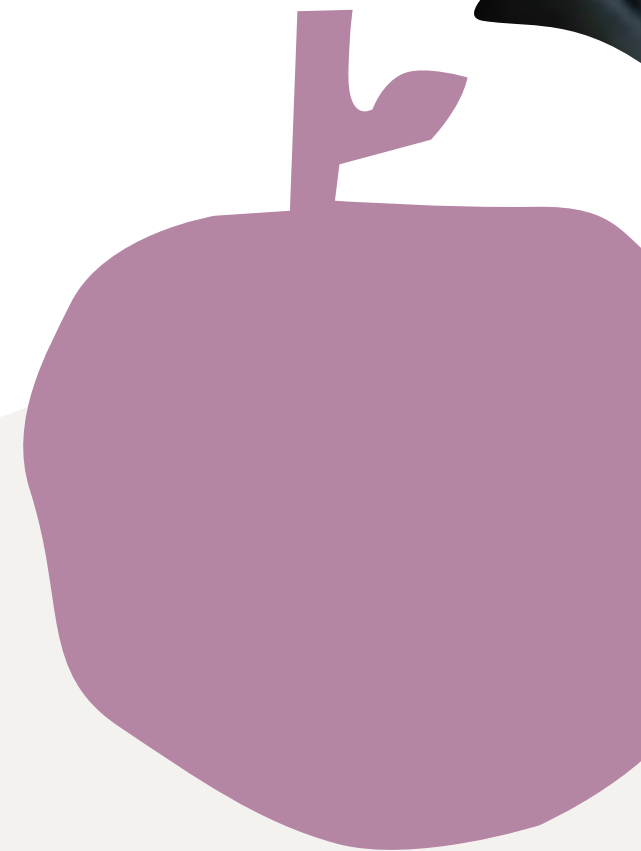
Trade Breakfast Event

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



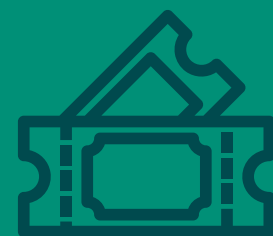
49%
have attended 2-5 times



21%
have attended more than 5 times



73%
came primarily to see
the show gardens



84%
plan to return in 2026

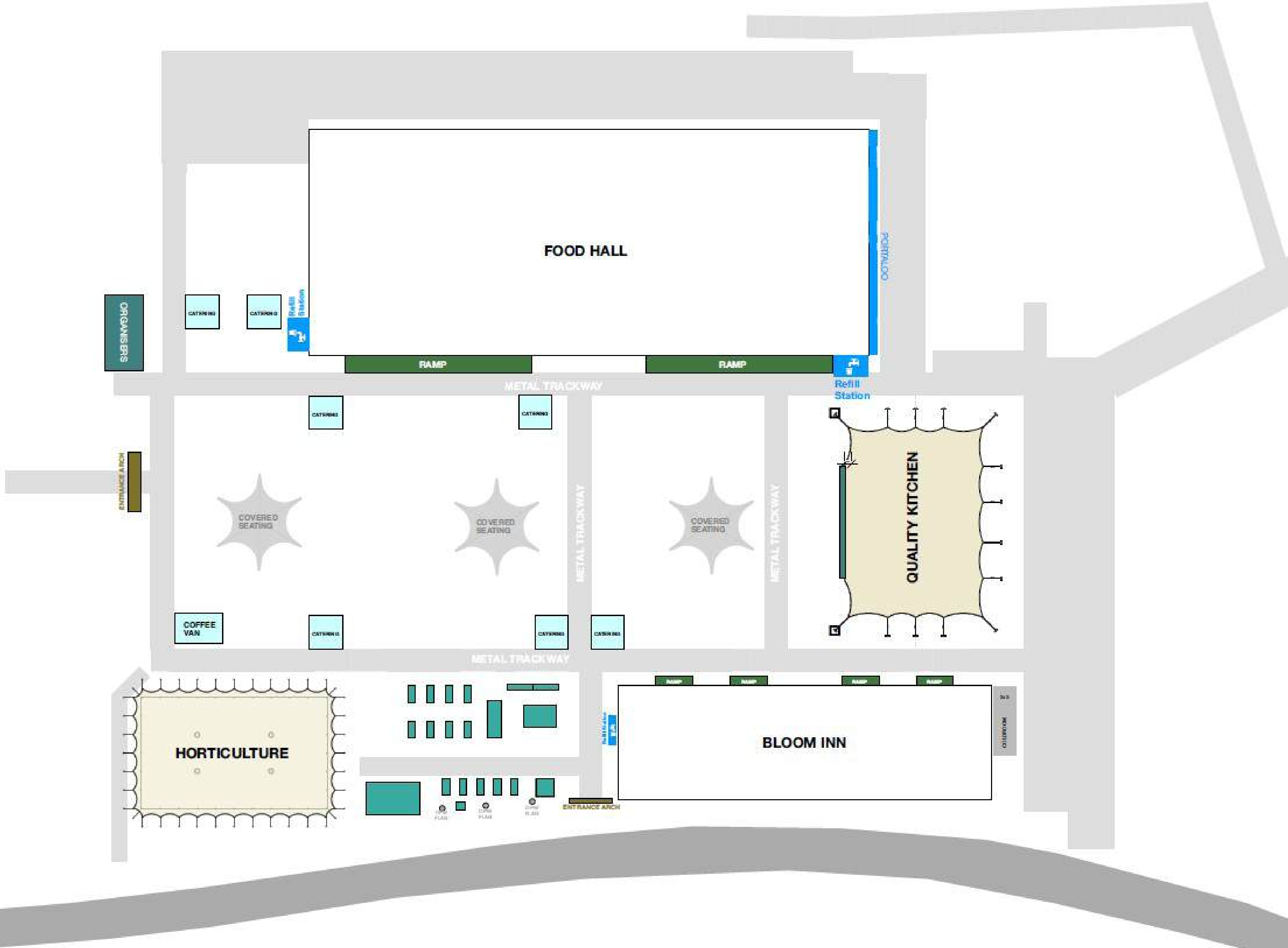


€231
was the average spend
at the event



+50 NPS
up 3% YoY

Food Village



Single Stand

1. 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.

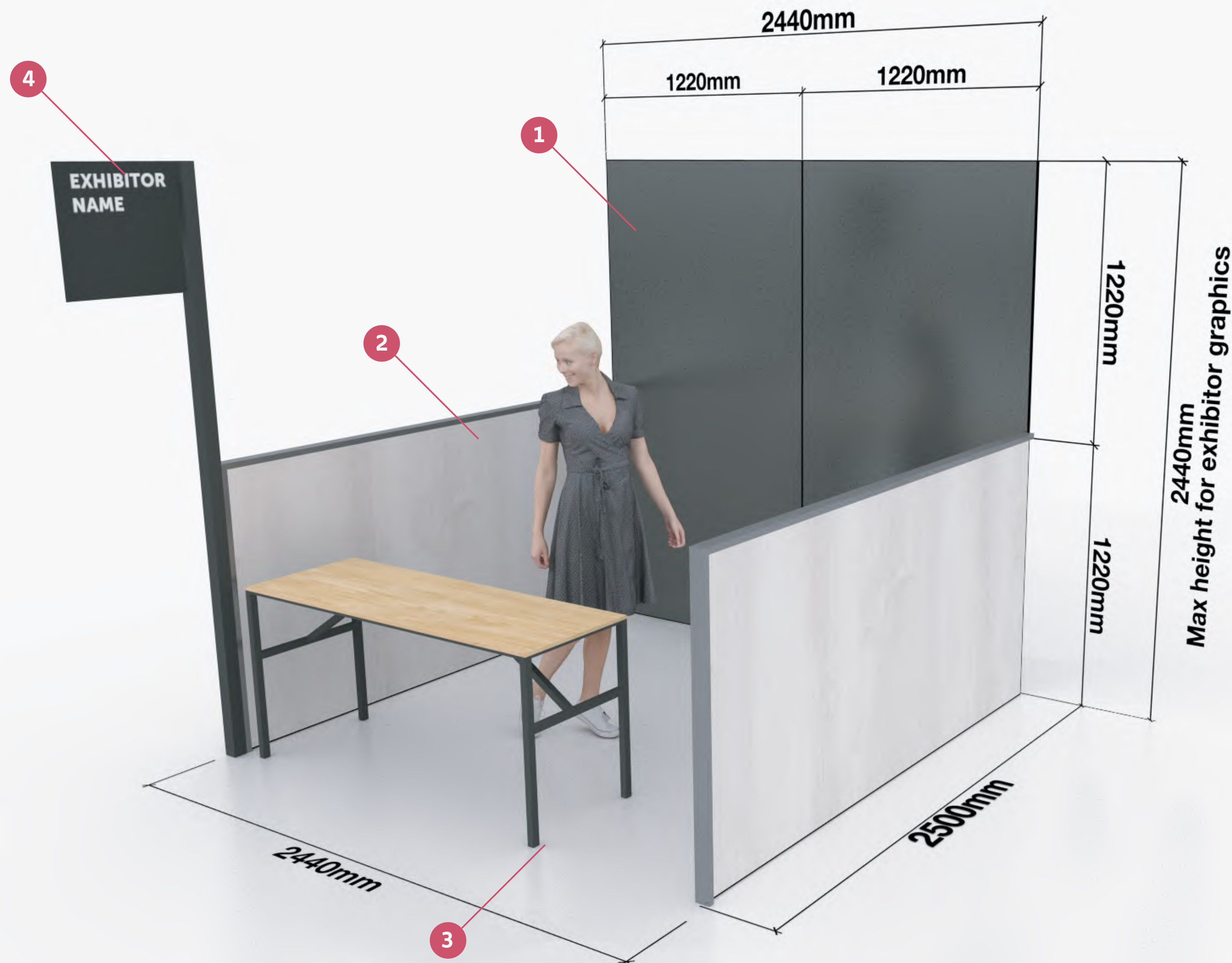
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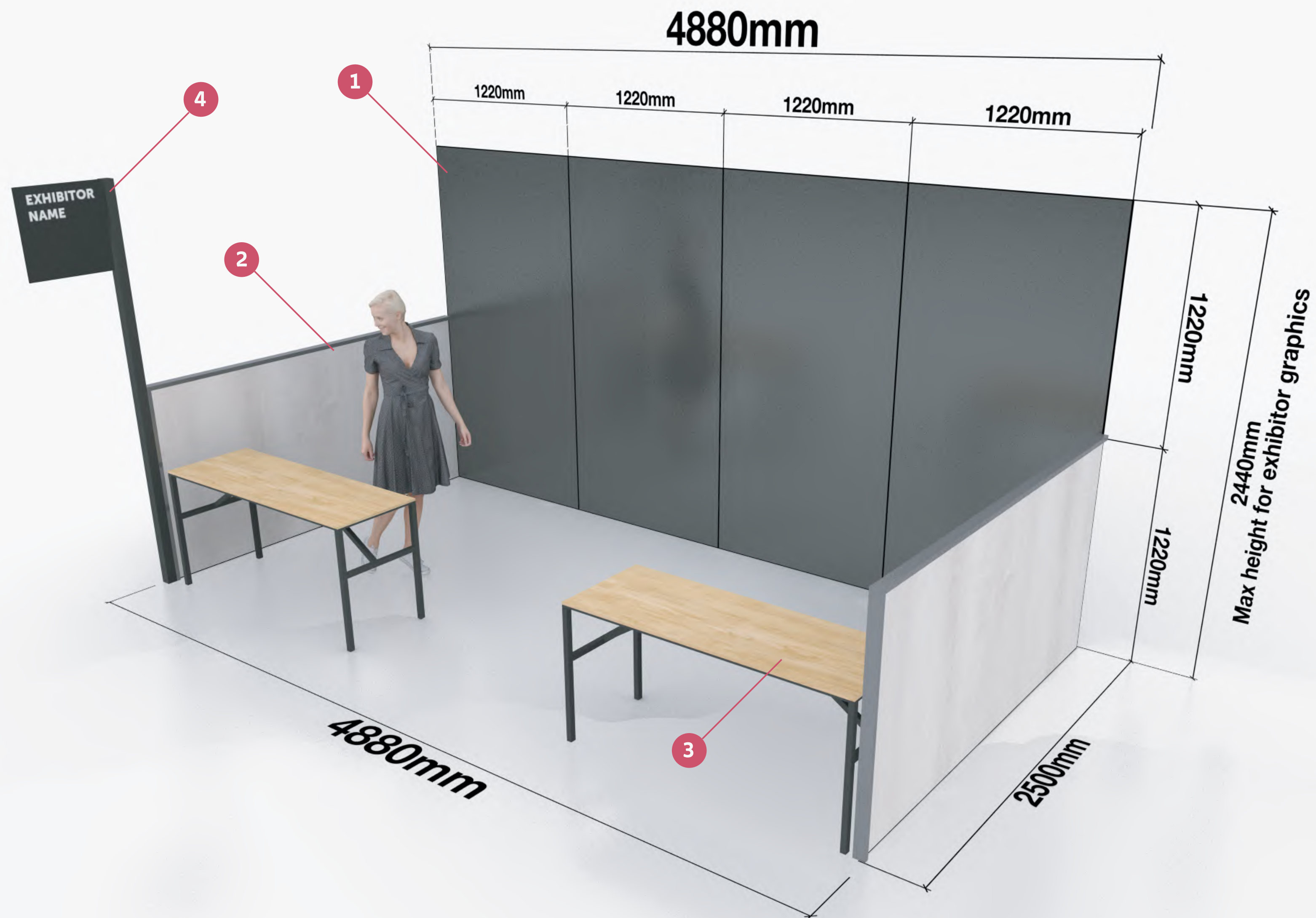
The maximum height allowed for exhibitors to display their own graphic panels on the back wall is 2440mm.

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.

€1,292 + 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.

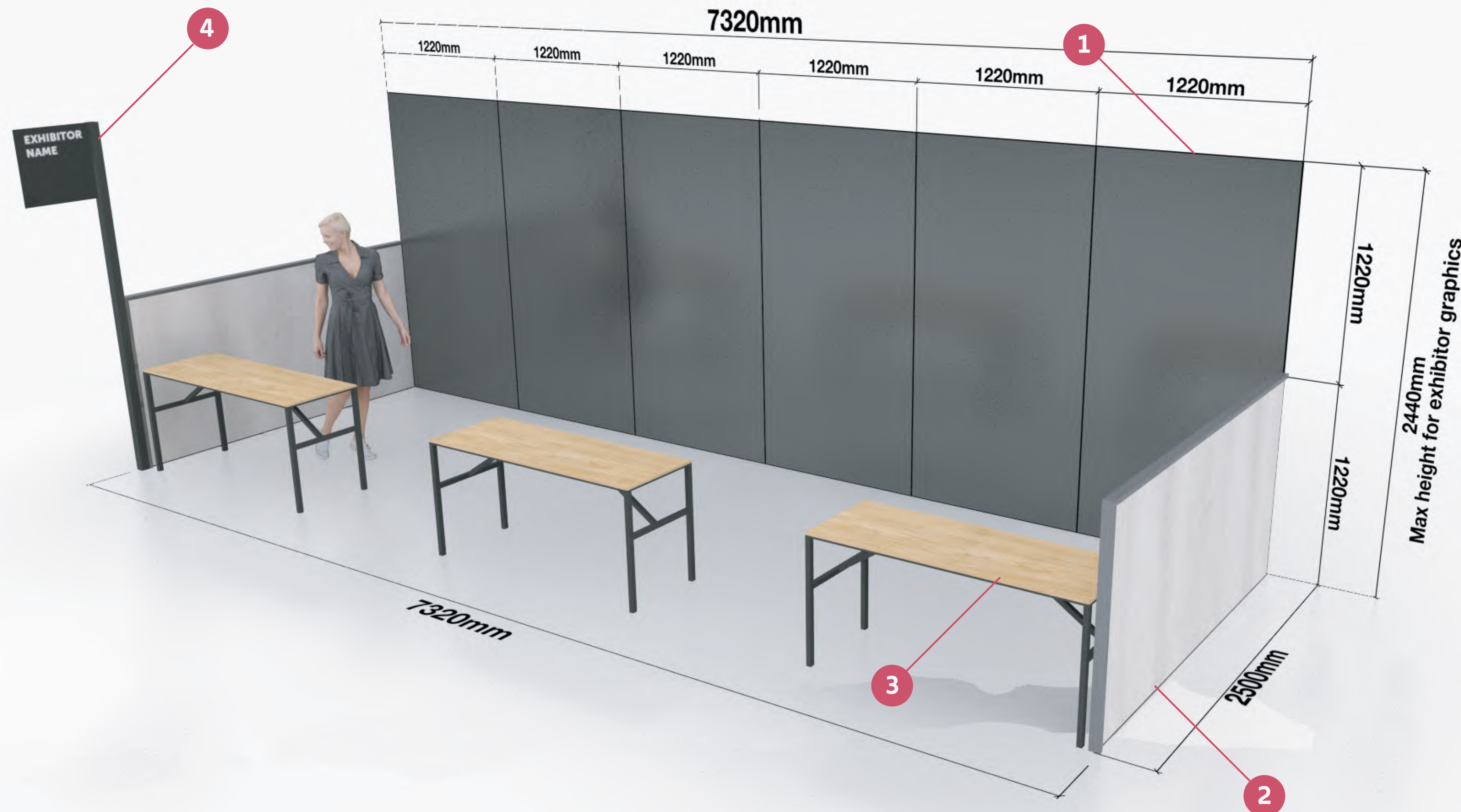
The maximum height allowed for exhibitors to display their own graphic panels on the side walls is 1220mm.

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.

€2,584 + 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.

€4,167 + VAT

4x4m Space

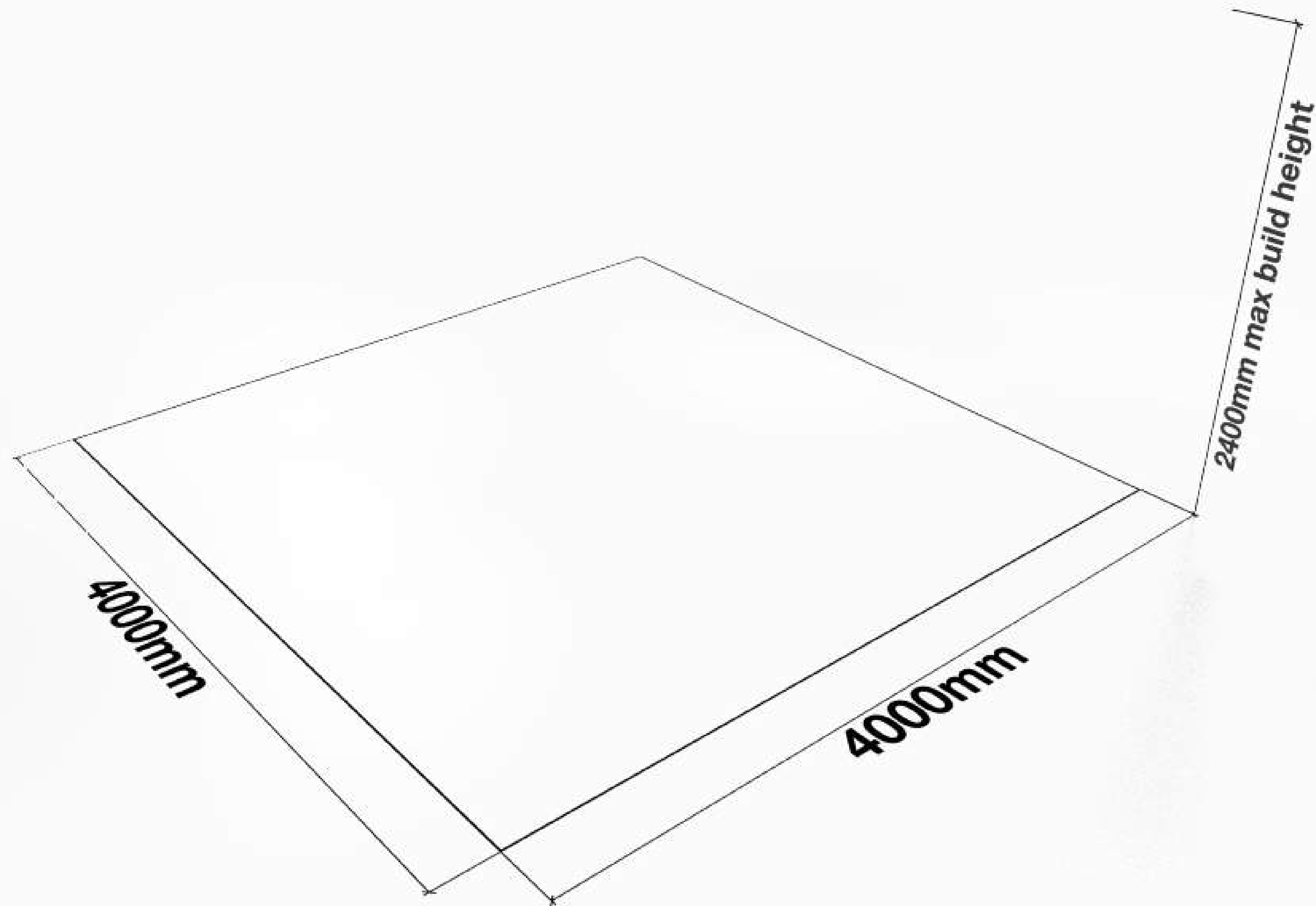
1. 4x4m free build space.
2. Trestle table Note: Will only be supplied on request.

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.

€6,847 + VAT



Our clients' experiences



Oakpark

Oakpark were proud to exhibit at Bord Bia Bloom for the first time in 2025 and the event proved to be an invaluable platform for our brand. Bloom provided direct access to over 100,000 visitors and created meaningful opportunities to connect with key buyers, industry partners and fellow exhibitors.

The event significantly enhanced Oakpark's visibility in the marketplace and allowed us to showcase our range and new launches in a dynamic setting. The support and organisation from the Bord Bia team was outstanding throughout.

With such a strong debut, Bloom has already become a must-attend fixture on our calendar and we look forward to returning to build on the momentum.



Blanco Niño

Bord Bia Bloom is the one festival we really look forward to each year, and since our first exhibition in 2023 it has been the most impactful festival for our business. Sampling sits at the heart of what we do, because for us, everything starts with taste. It's an unrivalled opportunity to put our product into people's hands, start conversations, and build real relationships with future customers. 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.



Cashel Farmhouse Cheesemakers

The Bord Bia Bloom Food Village is a tangible buzz, a crossroads where the community of makers dance with the public and trade, shoulder to shoulder.

To exhibit at Bloom is to invest in giving and taking energy. It is an amazing, taste check, as to whether your product is hitting the right notes with the broad consumer profile that visits. As an established Irish Specialty Cheese, Bloom offers us the opportunity to dare more people to 'Dare the Blue's' .."they may know Cashel Blue....but now try it" . Irish consumers want to discover and explore farmhouse cheese, understand how to use it and where it comes from - Bloom is the perfect place for this. Bord Bia's organisation and helpfulness is second to none. An exceptional event.



Spoonful Botanical

Spoonful Botanical has proudly exhibited at Bord Bia Bloom since 2019, with the event remaining a key highlight of our year.

Bloom offers an outstanding stage to showcase Spoonful Botanical to more than 100,000 attendees, greatly increasing awareness and reinforcing our brand profile. It also provides a valuable opportunity to engage with a broad audience, while building lasting connections with buyers and customers who value natural approaches to health and wellbeing.

The organisation of the event is exemplary, with the Bord Bia team offering excellent guidance and assistance both before and during the show. The well-planned layout of the exhibition space encouraged easy interaction and created the ideal setting for meaningful conversations.

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.



Mary Morrissey

Senior Manager - Prepared Consumer Foods (PCF)

Mary is senior manager for prepared consumer foods. With a strong background in strategic planning and operational excellence, Mary has consistently delivered innovative and client focused projects. Her leadership and collaborative approach have been instrumental in fostering a culture of continuous improvement and high performance within her team. She brings invaluable experience to the activation, guaranteeing a high-quality experience for clients and consumers.



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.



Caitlin Coffey

International Graduate Prepared Consumer Foods (PCF)

Caitlin Coffey is a graduate of a bachelor's in Marketing, Innovation & Technology from Dublin City University, currently working as the International Graduate within Bord Bia's Prepared Consumer Foods department. As part of her role, Caitlin is also completing an MSc In Global Business Practice from UCD Smurfit Business School.



Be part of the success of Bord Bia Bloom

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