



Bloom Inn

The place to grow your drinks brand

IN ASSOCIATION WITH



OPW

Oifig na
nOibreacha Poiblí
Office of Public Works

June 3rd - 7th 2027, 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 2026 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

90,000+ people attended Bord Bia Bloom in 2026



25% **75%**
Male Female



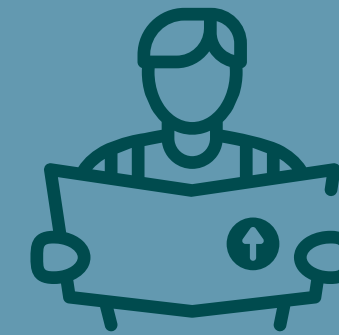
31%
over 55 years of age



69%
under 55 years of age



47%
parents/families



35%
first time visitors



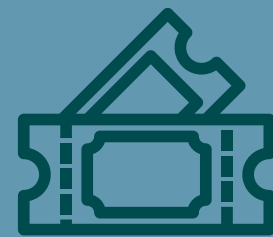
47%
have attended 2-5 times



18%
have attended more
than 5 times



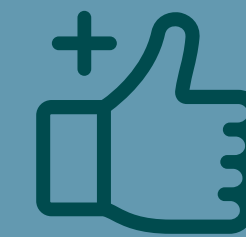
84%
visited the Show Gardens



91%
plan to return
next year



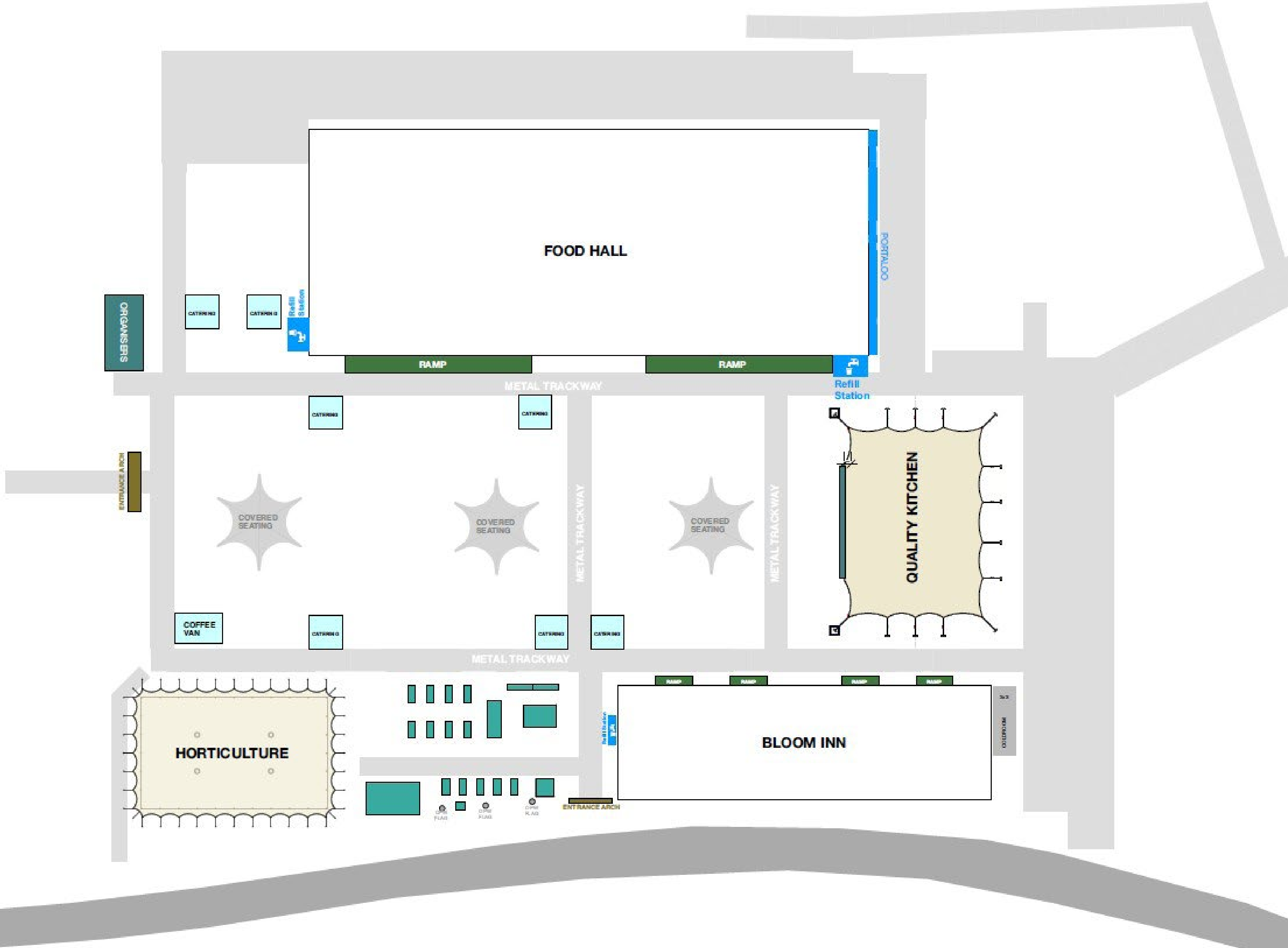
86%
believe Bloom is
'for people like me'

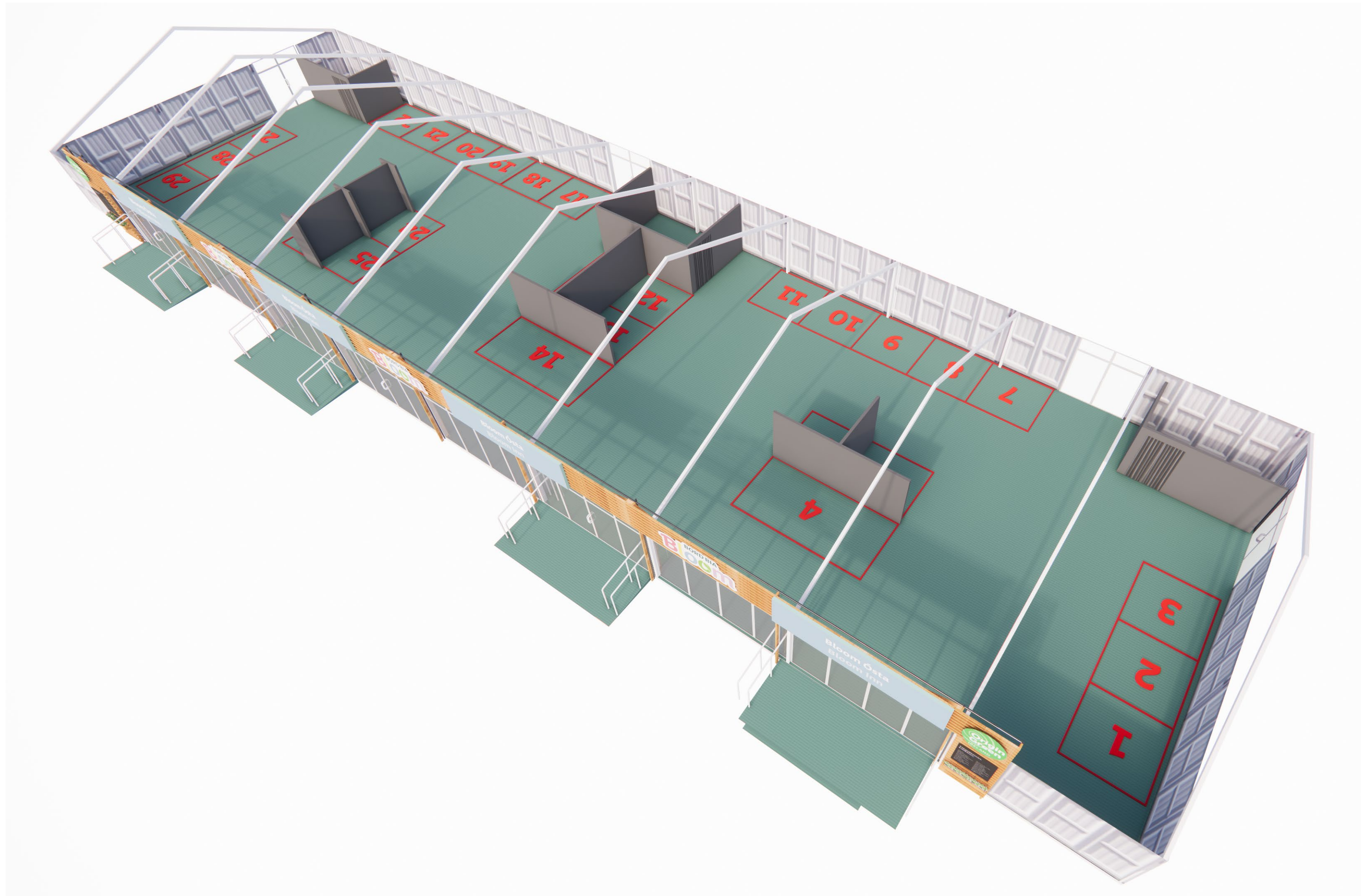


+77 NPS
our visitors are highly
likely to recommend Bloom

Source: IPSOS B&A, Bord Bia Bloom 2026

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.

€1,337 + 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.



Legacy Irish Cider

Bord Bia Bloom is the festival of the year for me; it is the highlight of our summer calendar!

The audience at Bord Bia Bloom spans countrywide, we meet the same customers from all four corners of Ireland to help promote our products. There is a wide customer demographic in terms of age, region and background across the whole country that you simply do not find at other events.

Another advantage is the business and platform we can gain each year. This year we got two super write ups about our new product and a listing with a major retailer. Bord Bia Bloom is the ideal location to meet industry buyers and sample our product in a relaxed and casual environment.



Dingle Distillery

Bord Bia Bloom has become a real highlight in the calendar and a fantastic opportunity to bring a taste of Dingle Distillery to Dublin.

The event gives us a unique platform to introduce our Irish whiskey and gin to a broad audience, engage directly with consumers and buyers, and share the story, people and place behind our distillery. The opportunity to sample our products face-to-face, hear immediate feedback and build genuine connections is hugely valuable to us as a growing independent Irish brand.

What makes Bloom particularly special is the celebration of Irish food, drink and producers. It provides a brilliant environment to showcase the quality and craft of Dingle Distillery alongside some of Ireland's best homegrown brands.

Each year, we come away having introduced Dingle to new consumers, reconnected with buyers and key decision-makers, and strengthened awareness of the brand. We're delighted to be part of Bloom and look forward to returning in 2027.



Five Farms

We have exhibited at Bloom the last few years and it has become our leading Customer facing event. Bloom is a great showcase for Five Farms and the interaction with consumers is incredible. We have met thousands of people over the years, and the convivial ambience has made it an annual highlight.

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.



Niamh Duffy
Marketing Events & Brand Activation Project Manager

Niamh is a project manager within the Marketing Events and Brand Activation team in Bord Bia. In addition to Bord Bia Bloom, Niamh 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. Niamh manages the overall event operations and client participation within the Food Village. This will be Niamh's third 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 fifth 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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