



Food Market Briefing



Welcome

Gillian Willis

Agenda



10.35am	Bloom overview	Una Fitzgibbon
10.40am	Bloom General & Food Village	Pauline Kennedy
11.00am	Operations	Alan Murphy
11.15am	PR/Comms	Sarah Tighe
11.30am	Trade Breakfast	Maureen Gahan
11.45am	Merchandising	Celine Cummins
12.00pm	Q&A – followed by some Bloom footage	
12.10pm	Light Lunch and Networking	

Bloom Overview

A large, diverse crowd of people is gathered outdoors, likely at a garden or festival. The people are dressed in casual summer attire, including t-shirts, tank tops, and hats. They are walking along a path that is lined with lush greenery and various plants. In the background, there are buildings and more people, suggesting a well-attended event. The overall atmosphere is bright and sunny.

Bloom celebrates its 13th birthday in 2019

Background

Bloom was launched by Bord Bia in 2007 **primarily as a promotional vehicle for horticulture**; providing a showcase for garden plants, garden design, construction, horticulture and gardening as a hobby.

The OPW's support and provision of **70 acres at the heart of the Phoenix Park** has assisted Bord Bia in developing a show with a greater diversity of content than traditional garden shows.

Bord Bia's wider remit across food, drink and horticulture has enabled the development a consumer show that **engages the public with Bord Bia Quality Assured food, meeting Ireland's top chefs** learning more about and experiencing Irish fruit and vegetable production.



General Information



- Bord Bia works with the external event management company - GEL - to plan and manage operations, exhibitor sales, horticulture content, sponsorship and communications.
- We partner/collaborate and work with multiple sponsors including in 2018 - OPW, RTE, Woodies, Irish Independent, FBD and BIM and others.
- The event covers a 70 acre site at the heart of the Phoenix Park.
- Presidential patronage over many years
- A gaining incremental international reputation for Garden Design.



How long it takes to build Bloom

- 7 weeks on site in total
- 3 week garden build
- 2 days judging
- 1 day media opening
- 5 days 9am to 6pm from 30th May
- Presidential/patron opening Thurs
- Trade breakfast event on Fri morning



Information Points



What the public say. . .

Over the 5 days our dedicated teams spoke to more than **1200 visitors** to the event – here's a snapshot of what they said

It's just so well run I've been here 4 years. What really impressed me was the great quality of the Irish food products in the food village - I was amazed! I've seen the expansion over the years, it's just so well run. Friendly & helpful staff in the pink t-shirts and no litter.

Very good food was the best. Nothing to improve.

Super Event, the staff were very helpful. Shane + Tony were great. #Bloom18

Great day. Whole event was so well run and people very welcoming

Supporting the best of upcoming Irish F & B companies

Blown away! V.proud of our food producers. I'll be back next year

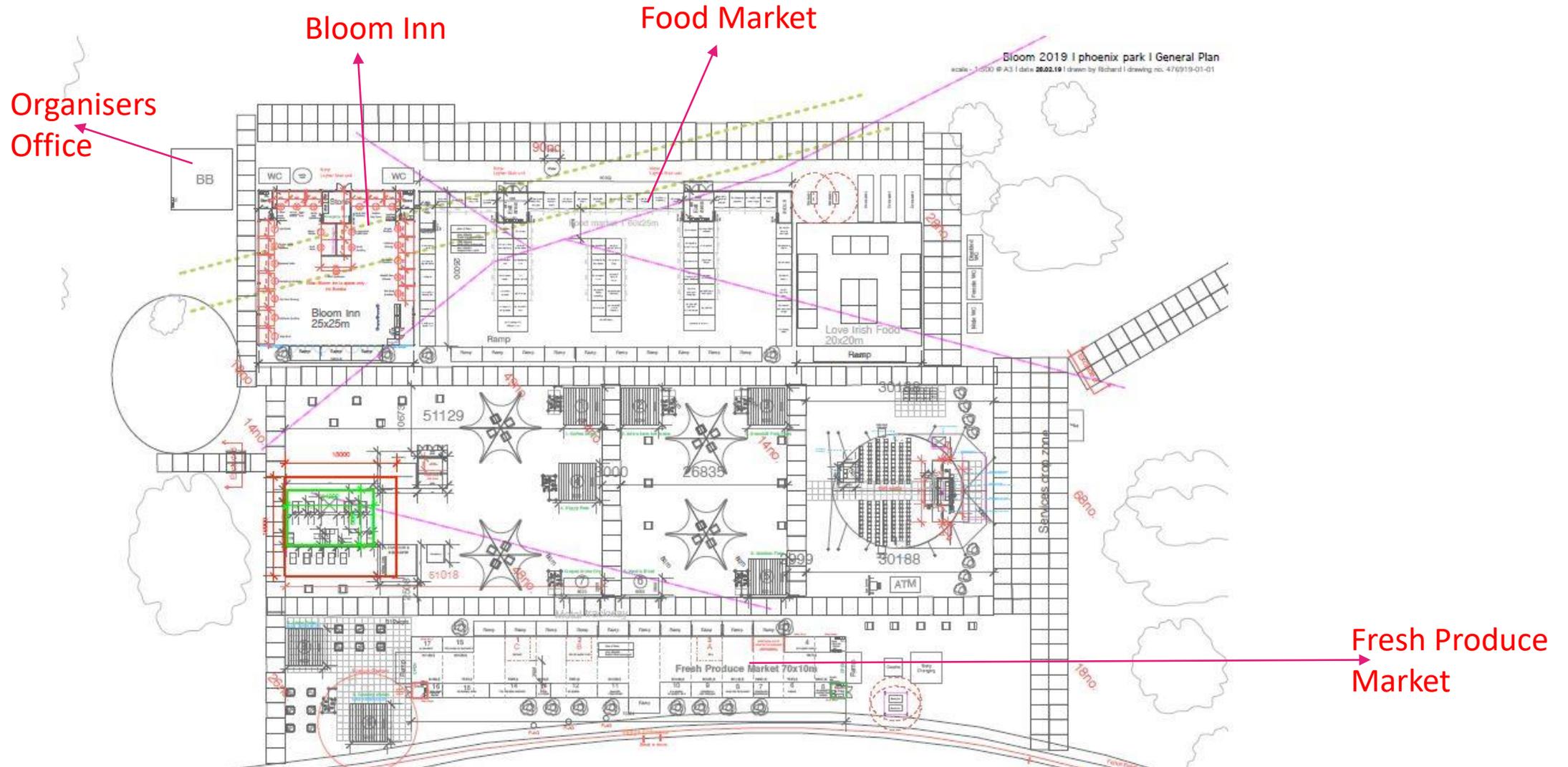
Food Village



Fáilte chuig Comharsanacht an Bhia

Welcome to the Food Village

Food Village



Food Village

- The Food Village comprises of:
 - Food Market
 - Bloom Inn
 - Fresh Produce Market
 - Quality Chef's Stage
 - 7-a-day Programme
 - Farm Area
 - Love Irish Food Marquee
 - Hospitality/catering options
 - 15 New producers for 2019



Food Village

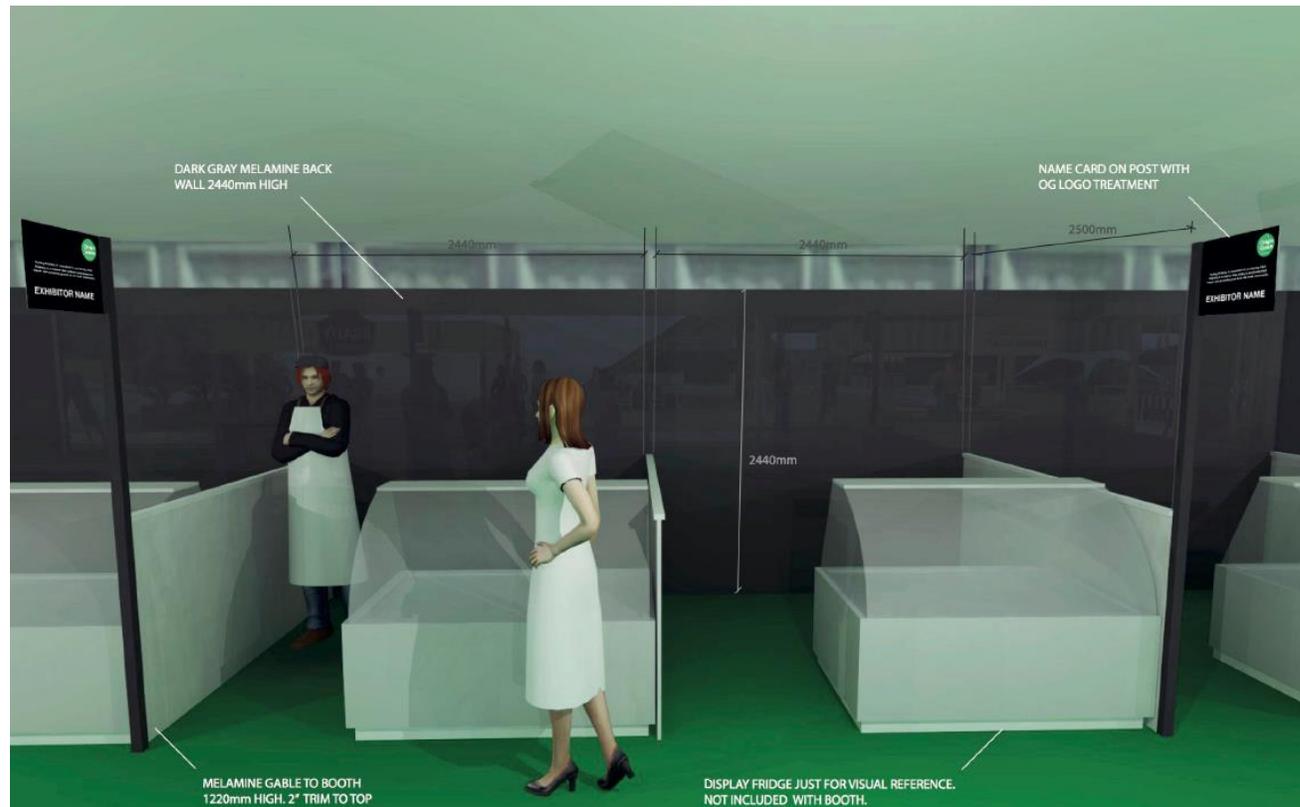


New Enhanced look for 2019 for the exterior of the Bloom Inn, Bloom Market and Fresh Produce Market also include both entrances into the Food Village



What does your package include

- Structure as seen here (*Food Market & Fresh Produce Market only*)



This structure is 2.5m x 2.5m

What does your package include

cont. . . / . .



- 1 no tressle table & chair
- Exhibitor passes for your and your personnel – **these will be available for collection on site and will not be distributed in advance – collection is from the Food Village Organisers Office**

WRISTBAND ALLOCATIONS

	Daily Wristbands	Valid all days	Sqm Size
Single Stand	2 (for each day)	3	6.25
Double Stand	3 (for each day)	4	12.25
Triple / Island	4 (for each day)	5	18.75

- 1 no car park pass per exhibitor (**due to demand this is limited to 1 pass per company – parking is €5 per day**)
- A supply of complimentary tickets – **once payment is received in full these will be send by courier towards the of April, no tickets will be send without payment.**

What does your package include

cont. . . / . .



- 1 no socket
- Communal wash-up area with basic cleaning products
- Online profile on www.bloominthepark.com – **we recommend you complete this as soon as possible**
- Access to the Trade Breakfast event on Friday 31st May

What does your package NOT include

- Refrigeration
- 24 hour power
- Additional power over **1 kw**
- Refrigerated vehicle power
- Portable sink – it is a requirement any exhibitor sampling food or drink on their stand **MUST have their own supply of hot/cold water with a basin on their stand**
- Onsite storage
- Tasting/sampling equipment – **All packaging used for sampling i.e. disposable plates, forks and cups must be compostable packaging. No polystyrene or biodegradable products may be used that cannot be discarded on the Bloom site.**
- Ice – if required
- Sun cream



Other general information



- Exhibitor Manual – this has been sent by email – please read through this carefully
- Deliveries to Bloom should not be made any earlier than Wednesday 29th May – **this is an open site**
- You or a representative should be onsite to receive your deliveries
- You are not to promote outside of your allocated space
- Daily deliveries must be made between 7am – 8am, all vehicles by instruction of the Gardai must be removed from the site by 8am.
- Bloom has two entrances – Entrance 1 - Red & Entrance 2 - Green
- Ticket collection points are only available at the Red Entrance
- Courtesy bus services run to the Red Entrance only

Bord Bia Quality Kitchen at Bloom

- 5 demonstrations each day with Ireland's top chefs
- Chefs Tasting Table on stage during selected demonstrations
- Live streaming on Bord Bia's Facebook page
- Free cookbooks, competitions and raffles
- Meet the Producers – short interviews with Food Village Exhibitors before each demonstration



Operations



Alan Murphy, Garden Events Ltd

Operations

Key Operation Areas

- **Build & Marquees**

- We build 12,750Sq. Metres, 3.20 Acres of Marquees
- 600/700 people work on building Bloom over a 31 days period

- **Trackway and Fencing**

- We lay 3.6 Km of trackway, 1km of walkway and erect 1.7Km of Fencing.
- We build 5 stages, erect 5 Bridges and place 675 Crowd Control Barriers

- **OPW/Statutory Bodies**

- **Health & Safety**



Guide to a smooth build up

Exhibitor Manual and Show Rules & Regulations have been supplied to all exhibitors

Please note the following information contained therein:

- General Terms & Conditions
- Exhibitor Rules & Regulations
- Build up and breakdown times for deliveries
- Opening times and site opening times
- Health & Safety Requirements
- On-site facilities – Water, Waste, Power, etc.



Guide to a smooth build up



- Deliveries using pallet trucks should be mindful that powered pallet trucks cannot be used for loading into The Marquees as the ramps may not be able to take the weight these can carry.
- For all deliveries for your stand do not drive on the ramps as these are made for pedestrian traffic. Security will direct you to the nearest available space. Please leave enough time for delivering and putting your stand together as at our busiest times especially on Wednesday 29th the site will be very busy.
- If you need 24hr power or a place to park a refrigerated truck or van with an electrical connection? Contact the electricians who are here today to book this in advance of the event.
- Security: General security will be present on site on a 24hr basis for the duration of the build. However, tools, materials, and personal items are the responsibility of each exhibitor. You are strongly advised not to leave valuable items unattended on your stand both during the build up and also during the event.

Guide to a smooth build up



- Children: Children under 16 years of age are not allowed on to the event site during the build-up, re-stocking and breakdown periods.
- Parking: exhibitor parking is in the red car park located at the rear of the Food Village. A car park pass (1 per stand) will be sent to you in advance of the event.
- Wrist Bands –Exhibitor wrist bands. Must be worn for the duration of the show.
- We are here to help so please do not hesitate to ask us any question you may have about Bloom.



LEGEND	
ARRIVAL & LEAVING	
PHOENIX SERVICES BATH PA	
PHOENIX ENTRY BARRIERS (Phoenois)	
WALKING THROUGH BARRIERS	
MAIN ENTRANCES	
ACCESS ROUTES	
EXPRESS ROUTES	
WATER	
EMERGENCY AND EVACUATION	
EMERGENCY EVACUATION ROUTES	
PHOENIX EVACUATION ROUTES	
EMERGENCY ASSEMBLY POINTS	
HEALTH & WELFARE	
WATER HYDRANT	
WATER TOWER	
EMERGENCY LOCATIONS	
WATER TOWER	
EMERGENCY LOCATIONS	
WATER TOWER	
EMERGENCY LOCATIONS	
WATER TOWER	
MARKING	
WALL MARKING	
WATER MARKING	
WATER MARKING	

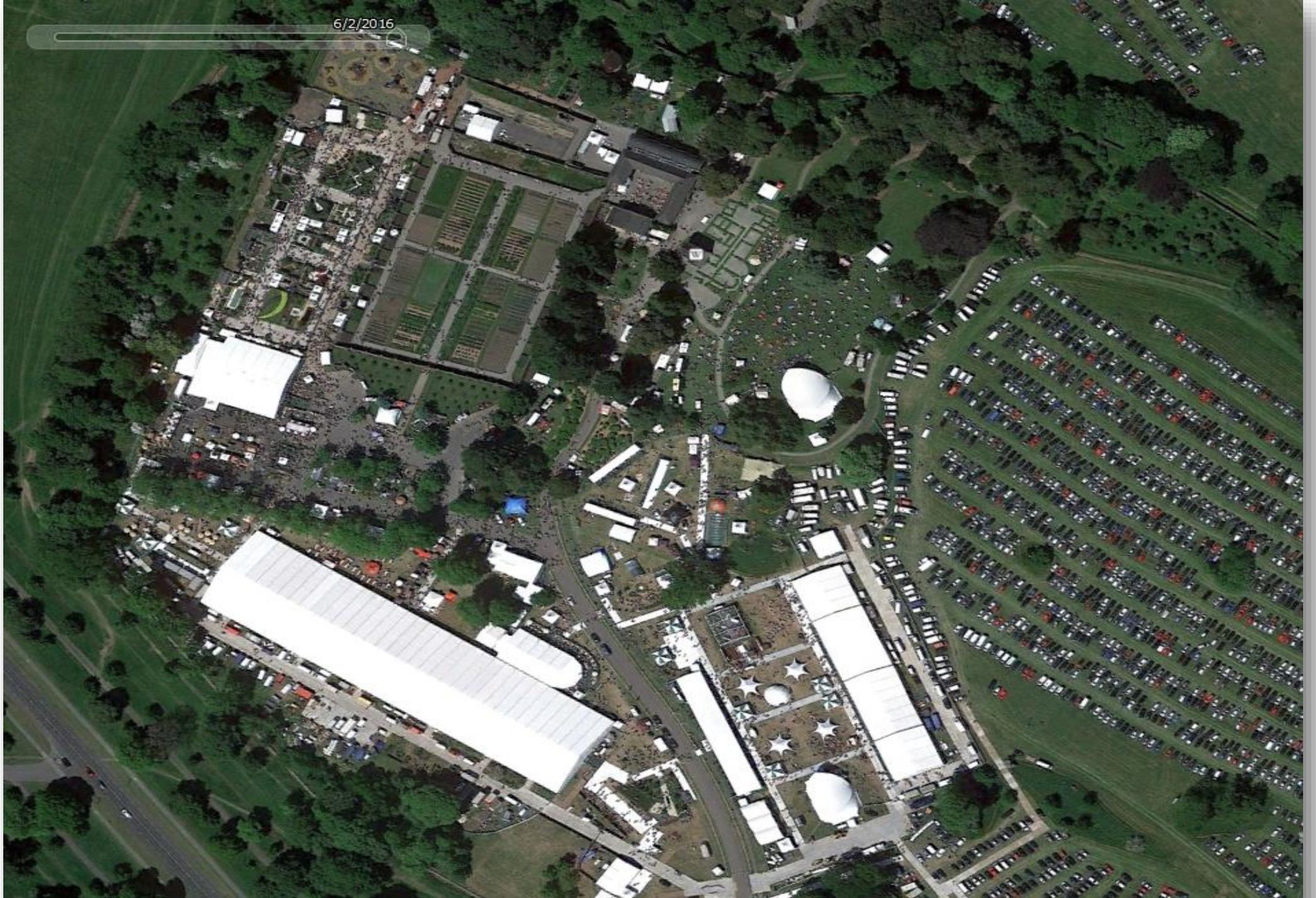
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REVISION	NO.	DATE	REVISION

CONSULTANT	DATE	REVISION

CLIENT: Garden Events Ltd. & Bord Bia	DATE: Jan 2019
JOB: Bloom - May 2018 to Oct 2019	SCALE: 1:1000 @ A1
PHOENIX PARK, DUBLIN	DRAWN BY: JK
DRAWING TITLE: Event Layout	CHECKED: JK
	DRAWING NO: 1904L-02





PR/Comms

Sarah Tighe



Getting the best possible publicity for the show

Driving attendee numbers

Building awareness of Bord Bia's ownership

What does the Comms team do?

ALL MEDIA OUTREACH:

- PRESS RELEASES – OVER 55 IN 2018
- LAUNCH PHOTOCALL
- MEDIA FEATURE PITCHING
- MEDIA ACCREDITATION
- RUN BORD BIA'S ON SITE PRESS

OFFICE

MANAGE MEDIA PARTNERSHIPS

- RTE
- IRISH INDEPENDENT

COORDINATE VIP ACTIVITY

EVENT PHOTOGRAPHY & VIDEOGRAPHY

MANAGE BLOOM SOCIAL MEDIA



A modern white pavilion with a fireplace, containing a black sofa, an orange armchair, and a coffee table. The interior is lit with warm lights, and the fireplace is glowing.

A stone fire pit with a fire burning inside, surrounded by concrete blocks. The fire pit is illuminated from below.

A decorative wall made of vertical copper-colored panels, illuminated from below. The wall is set against a backdrop of dense greenery.

A large, rounded green bush, illuminated from below. The bush is set in a garden bed with other plants.

A large, rounded green bush, illuminated from below. The bush is set in a garden bed with other plants.

A large, orange, faceted planter containing a small tree with orange fruit. The planter is illuminated from below.

A large, orange, faceted planter containing a small tree with orange fruit. The planter is illuminated from below.

A large, orange, faceted planter containing a small tree with orange fruit. The planter is illuminated from below.

A decorative garden bed with tall grasses and orange flowers, illuminated from below. The garden bed is set in a garden bed with other plants.



"We must unequivocally
recognise that gender equality
is a right and not a gift."
- President Michael D. Higgins

It's one million visitors and counting for Bloom festival

Pick a bunch of ideas at Bloom

Ogle the show gardens created by some of our most talented designers, admire the floral displays and don't forget to buy



Fionnuala Fallon

Over the last 11 years it's become one of the most anticipated highlights of the Irish horticultural year, a great coming together of nursery growers, garden designers, landscapers, florists, botanical artists, arborists, plantaholics and – of course – lots and lots of gardeners.

But after one of the toughest growing seasons in memory and the damage caused to nurseries' valuable plant stock, polytunnels and glasshouses as well as to the vulnerable landscape and design industry by Storm Ophelia and the Beast from the East, this year's Bloom deserves (and needs) the Irish public's appreciative support more than ever.

award-winning display of rare ferns by nurseryman Billy Alexander, owner of the 44-acre Robinsonian-style Kells Bay Gardens in Co Kerry.

Silver-gilt success

Alexander will be bringing his Bloom display to Dublin fresh from the silver-gilt success of his Chelsea Flower Show debut in London earlier this week where he was also one of a handful of exhibitors invited by the Royal Horticultural Society to meet Queen Elizabeth on her traditional walkabout of the Chelsea showgrounds.

What did they talk about? Apparently HRH showed great interest in his exhibit as well as in the location of Kells Bay House and Gardens and how its benign but rainy microclimate is favourable to the cultivation of so many choice plant species.

While the queen was clearly impressed by his display, Alexander is also full of praise for the regal nonagenarian whom he describes as "looking fantastic for a lady of 92".

Seasoned exhibitors Liat and Oliver



FIRST PLACE: Designer Andrew Christopher Dunne in The Sustainable Seafood Garden, the overall winner at Bloom 2018

Seafood, human rights and more celebrated in garden form as President opens Bloom

Nicola Anderson

AMID blistering sunshine, thousands of happy punters flocked to the Phoenix Park for the first day of annual super garden festival Bloom.

The Bord Bia-created event will continue over the bank holiday weekend with over 100,000 punters expected to make the trip to the city park.

It was officially opened by President Michael D Higgins, alongside his wife Sabina.

QUIRKY

He spent some time in the Trocaire garden "Resistance", designed by Barry Kavanagh to celebrate human rights and environmental defenders.

GAA broadcaster and Dancing With The Stars contestant Marty Morrissey made the most of the sunshine as he took in some of the quirky garden displays, while celebrity chef Neven Maguire cooked up a storm.

Veteran garden designer Andrew Christopher Dunne from Clogherhead, Co Louth, scooped the award as the overall Show Garden winner and told how he



Top, Andrew Tennant (4), Jamie Moran (8), Sienna Moran (10) and Sophia Tennant (6) enjoy ice cream. Above right, blacksmith Tom Allison. Left, Noah (6) helps out

seafood," he said. "So I went down to my pier and I was sitting there

Cork all culminated in a beautiful homage to Ireland's sweeping coastline in An-

FLOWER
Sanctuary
Failte
President
Sabina

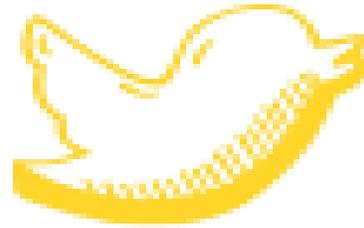
Bloom Social Media



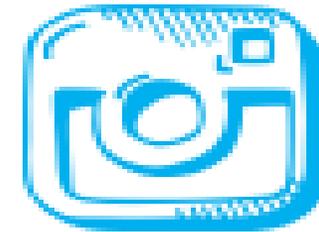
#Bloom2019



@Bloominthepark



@Bloominthepark



@BloomFestival

BLOOM LIVE

Two shows

RTE One @ 8.30pm

Thursday, May 30th

Friday, May 31st





CATCH TOP IRISH CHEFS ON THE QUALITY KITCHEN STAGE

An action-packed line-up of cookery demonstrations will take place at the Quality Kitchen Stage, a major attraction in the Food Village, with 25 demonstrations scheduled to take place showcasing new recipes featuring Bord Bia Quality Assured products. The star performer is tireless Irish food champion Neven Maguire who will be delivering a one-hour cooking demonstration on each of the five days, alternating with other well-known Irish cookery names including Rory O'Connell (pictured), Catherine Felvin, Paul Flynn, Ross Purcell, JP McManus and Oliver Duane. New to the Quality Kitchen Stage this year will be TV chefs Gary O'Hanlon and Adrian Martin, with RTE's *Far To The Ground* presenter Helen Carroll on hand to interview the chefs and some food producers.

Food, glorious food

Bord Bia's Bloom showcases the cream of Ireland's food crop with more than 100 stalls plus live cooking by some of Ireland's top TV chefs. Here's a taste of what's in store...



FOOD MARKET AND STALLS

When a festival or event is run by Bord Bia, you can be guaranteed a good food and drink experience! This year's Bloom will be no exception with over 100 local food and drink producers onsite. Sample and take home premium Irish-produced food and drinks from an abundance of stalls and meet the people who make them.

The Food Market will showcase nearly 70 innovative smaller scale Irish producers of preserves, baked goods, confectionery, juices and so much more, including a number of new, leading-edge brands: the Low Irish Food position will feature up to 15 stalls belonging to members of this unique organisation highlighting their important contribution to the Irish economy and the Fresh Food Market is dedicated to producers of Bord Bia Quality Assured meat, poultry and fish as well as fruit and vegetables.

- x2** The Bloom Inn doubles in size this year
- 5** Demonstrations each day with Ireland's top chefs
- 100+** Food producers
- 1 in 3** producers are new to Bloom



Meet the woman keeping tabs on Irish chefs at Bloom every year

If you want to know about Irish chefs, Bord Bia's Hylda Adams is the woman to ask. She books the culinary stars for the Chef's Stage tent at Bloom every year. Putting the line-up together for one of the most popular areas at the event sounds a bit like a tried and tested recipe. Hylda talks about the need to have both new and established Irish chefs on the bill. "We try to get people who've got a profile and who've done well in the past and I always like to put in a few new ones. I want a balance - people you know from the TV or media and exciting new young chefs on the up. This year, our newcomers include TV chefs Gary O'Hanlon and Chef Adrian and we're welcoming back Rory O'Connell, Catherine Felvin and JP McManus. In terms of perennial Bloom favourites, it's the man from Carran who stands out. "I could have Neven Maguire on all day and people would stay for him and they're very upset when they see him."

A SEAT AT THE CHEFS' TABLE
HYLDA ADAMS
BORD BIA

Hylda works on the bill all year round, handling calls from publishers and agents wanting to interview her in new cookbooks, staying in contact with her regular chefs, checking out other food festivals like Taste of Dublin and, of course, keeping an eye on Instagram and social media. Her goal is simple: a full tent. "There are 200 seats in the tent and I want to fill all of them so everyone can see how great these chefs are and the delicious dishes they produce using the best of Irish ingredients. It's

entirely that people take 45 minutes out of their day to sit there and watch and listen." One of the big surprises for Hylda was the reaction to Ross Purcell last year. "This was the first time I ever noticed a different audience - nearly all girls in their early twenties and all excited to see Ross. It was even a totally different audience to what we got for Donal Skehan in the past. I've no idea where they came from but they turned up." Making sure all these chefs are happy is no mean feat, especially when you consider that Hylda and her team are setting up a kitchen in the middle of what is a very large field. "We have a prep kitchen out the back with prep tables and fridges and storage room. The professional chefs bring all their stuff and gear with them, but newer chefs are not as experienced and they often forget to bring everything they need. They don't understand the work that goes into it. They quickly learn!"

FOOD TALKS AND DEMONSTRATIONS

An eye-catching multicoloured Get Year 7 A Day Under the Rainbow at Bloom's future will educate visitors about how to achieve the newly recommended daily target of seven portions of fruit and vegetables that feature every colour of the rainbow, with a daily programme of talks and demonstrations on healthy cooking. In the GET Zone, nutritionists, health experts, journalists and chefs will be appearing on the Food Matters Stage for workshops, discussions and debates around school lunches, mental health and hospital food. GET (Grow It Yourself) will also highlight growing initiatives across the country including The Big Grow primary schools campaign on the Innocent stage, the GROW 3 CEO food entrepreneurship competition for secondary school students on the Cully & Sully Stage and the Energia Stage will reveal the results of the Get Ireland Growing nationwide community food project.



EATING OUT AT BLOOM

Visitors are bound to work up a hearty appetite and there will be a range of tasty fare available throughout the site including at the BQq Bliss area (pictured) where they will get to enjoy the best of Irish quality steamed steaks and burgers as well as Indian barbecue delicacies from award-winning Kinara Kitchen restaurant. New to the bigger BQq Bliss area, sponsored by Woodson, is the Salween BQq Demonstrations where visitors get the best tips to create a perfect BQq meal. The Country Crest Food Fayes restaurant will provide beautifully prepared Irish food in a relaxed and informal atmosphere and to the sounds of the Woodson Percussion Band. Three dining choices at BQq Bliss will offer a sit-down table service restaurant, a seafood bar and a casual cafe. The picnic area at Bloom is the perfect space to take some time out, relax, enjoy the live entertainment and enjoy some of the products picked up at the food markets or from various food vendors located around the site.



BIGGER AND BETTER "BLOOM INN"

Reflecting the buoyancy of the Irish drinks industry, the Bloom Inn has almost doubled in size and now features 24 Irish drink producers, who will be using Bloom as an opportunity to launch new products. The Bloom Inn also features a mouth-watering display of Irish farmhouse cheeses which visitors can taste and purchase. This feature is organised by CABS (Association of Irish Farmhouse Cheese makers).

NEW TO BLOOM INN FOR 2018:

- Two brand-new distilleries of **BALLYKEEFE** in Kilsenny and **PEARSE LYONS DISTILLERY** in Dublin
- **SLABH LIAS**, who are currently building the first whiskey distillery in Donegal in 170 years, will be at the Bloom Inn for the first time
- **DAVID'S BEYOND**, who are launching a cold brew coffee and whiskey drink called Black Twist
- **KINGSALE HEADERY** with Kingsale Head
- **MUFF LUGBURN CO.** with Muff Gin
- **DUNSBURY BAY BREWING COMPANY** with their craft beers
- **LONG & CO.** who are bringing low calorie wine spritzers.



Bloom 2018 to feature a food village that is bigger and better than ever before

And there's going to be plenty of local produce to try out too



F&W's 2019 Guide to Ireland's Food Festivals

Ciara Duffy | @foodandwineIE Mar 27, 2019

Print

58 SHARES /     



Bloom in the Park, Dublin

30th May–3rd June, early bird tickets cost €16.

Bloom in the park, which was first held in 2007, is Ireland's largest garden festival. It attracts over 100,000 visitors each year, showcasing horticulture and garden design as well as Ireland's top food and beverage producers. More info [here](#).

'I wasn't good in school... I was told I'd amount to nothing' - businesswoman whose product has won major award

Inspired by her family heritage, Laura Bonner (33) set up her own drinks company with business partner Tom Russell, and is soon to launch an Irish potato gin

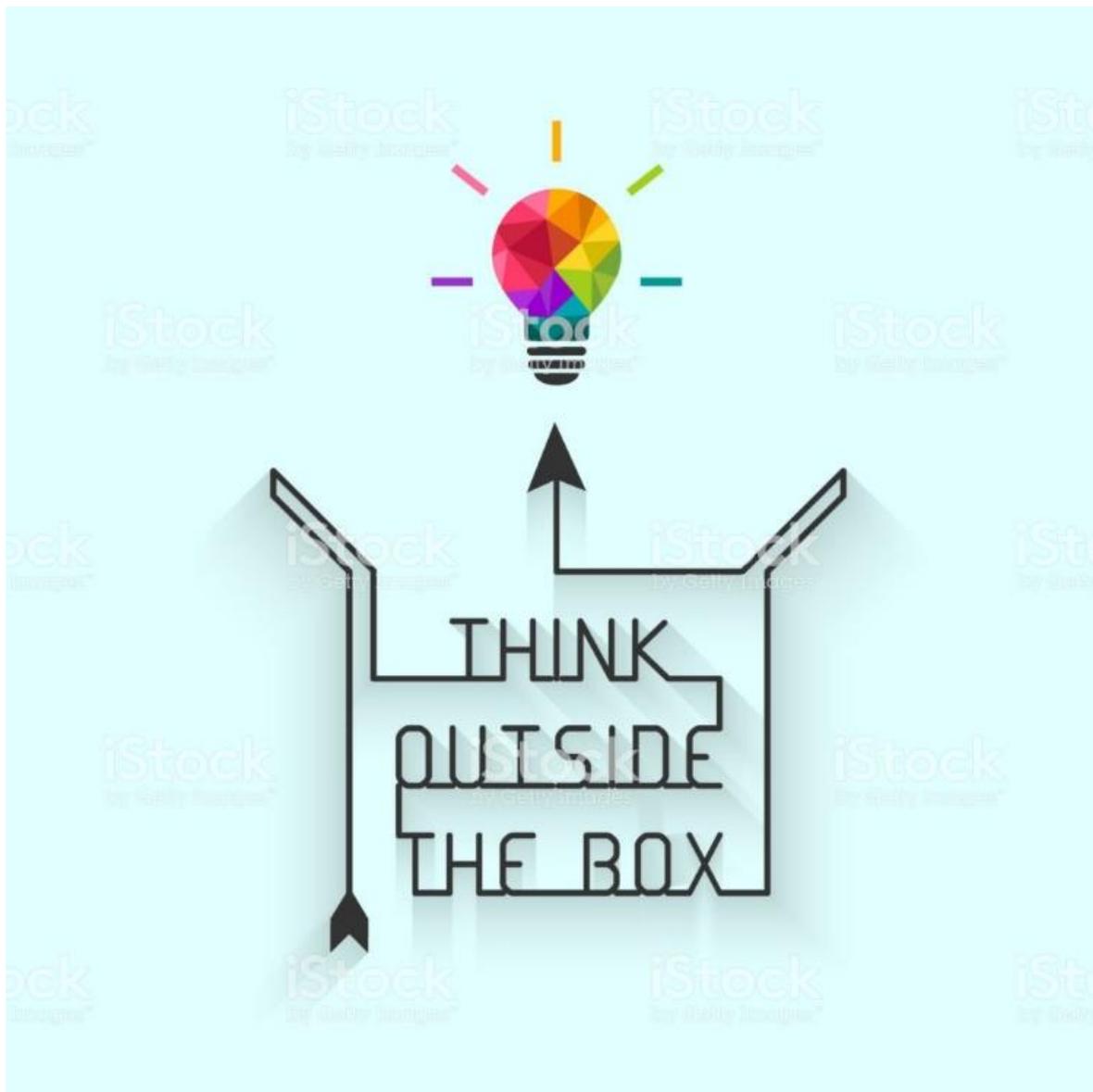


That's the spirit: Laura Bonner with her potato gin. Photo: Lorcan Doherty

The Muff Liqueur Company will have a pop-up bar at Bloom in the Park, which runs from May 31 to June 4.

What's your story?





Product launches

Numbers / Facts / Figures

Company milestones

Charity connection

Feature Theme / Trend

Human interest stories

Celebrity Ambassadors

World Record Attempts

Competitions



EXHIBITOR PR FORM

The Exhibitor

Company Name

Contact details

Spokesperson

Tell us about the Company

Any exciting news?!



Describe yourself in less than 150 words. Tell us about your background and why you are exhibiting at Bloom. The human interest story often appeals to media.

Return By April 23rd

Key Takeaways

**Accurate
PR Form**

**High
Quality
Imagery**

**Develop your
story angles**

**Keep in
Touch**

bloompr@bordbia.ie

A modern glass building with a dark roof, surrounded by lush greenery and white flowers in the foreground. The building's glass facade reflects the surrounding trees and sky. The foreground is filled with numerous small, white, bell-shaped flowers on green stems. The sky is clear and blue.

Trade Breakfast

Maureen Gahan

Friday – 31st May



Timing	Activity
07:00 – 07:30	Registration
07:30 – 08:00	Buyer Breakfast & CEO address in Country Crest Restaurant
08:00/08:15 – 10:00*	Buyers visit stands in Bloom Inn / Food Market / LIF Marquee / Fresh Meat & Produce Hall

* Buyers stay on site as long as schedule allows







FRESHLY
CHOPPED
THE HEALTHY FOOD COMPANY



The logo for Tesco features the word "TESCO" in a large, bold, red sans-serif font, with a blue wavy line underneath.

baxterstorey



DONNYBROOK FAIR



MUSGRAVE
Market
Place

**DUNNES
STORES**



SuperValu
Real Food, Real People

2018 Attendees



- **85 ROI Retail buyers**

- Major multiples, symbols, discounters and independent stores
- Also, Senior Management representatives from all Irish retailers, discounters and symbol groups including Tesco Ireland (CEO), MRPI (MD), Aldi Ireland (Trading Director), Lidl Ireland (Commercial Director) and Dunnes Stores (Head of Fresh Foods).

- **120 Foodservice buyers**

- Aramark, Circle K, Dalata, Henderson Group, Pallas Foods, Sodexo, Insomnia etc.

- **11 UK buyers**

- Including TK Maxx, Sourced Market, Partridges and O’Kane’s Irish Foods.

Producer Profiles



2018



Food Market, Love Irish Food &
Craft Beers, Ciders & Spirits

Exhibitor Profiles



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PR Opportunities / NPD?

Food and Drink Festival as 200 buyers descend on the Bord Bia Food Village

€9 million set to be spent by consumers at Bloom with a further €34 million spent post-event

June 1, 2018



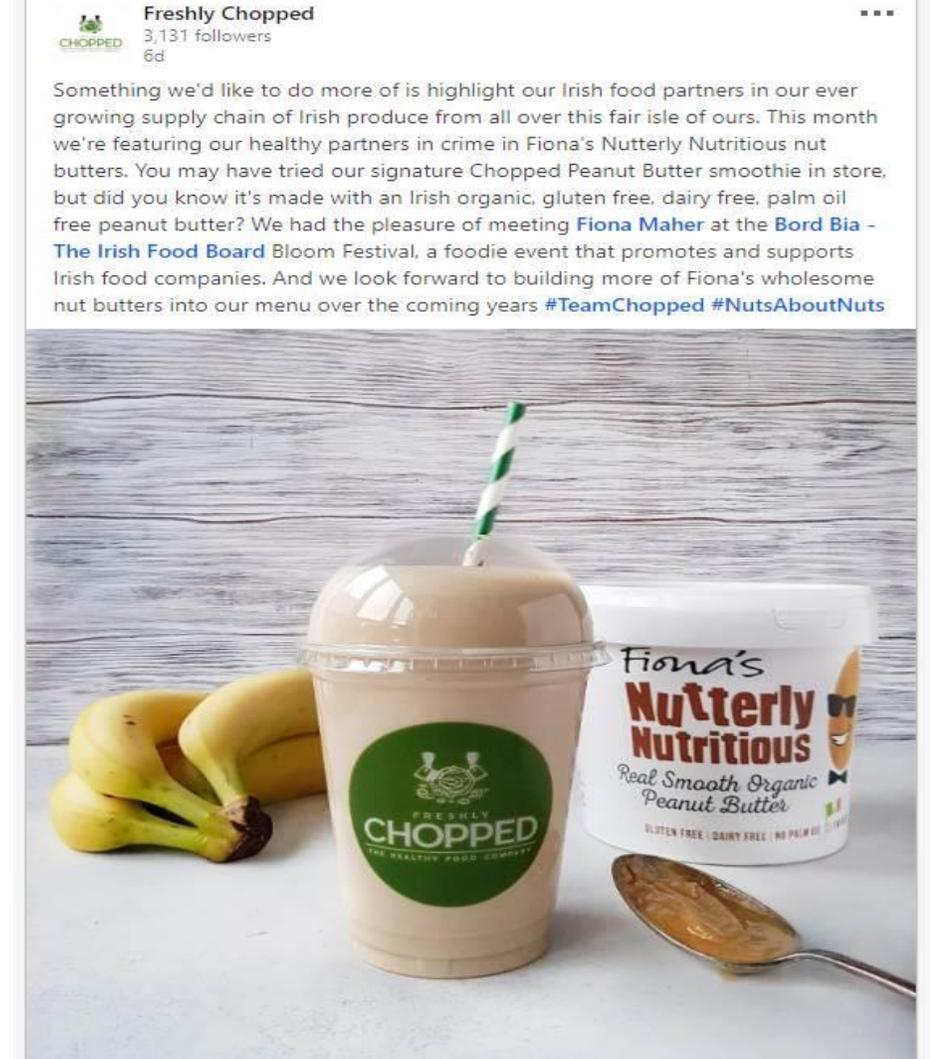
Iain White - Fennell Photography.

Bord Bia today hosted more than 200 national and international buyers for a trade breakfast in the Food Village at Bloom, Ireland's largest gardening, food and drink festival created by Bord Bia. The breakfast event is just one of a number of business opportunities which Bord Bia's Bloom offers to Irish companies exhibiting at the festival with the showcase also offering a platform for emerging businesses and new product innovations to launch. A 2017 visitor report quantified spend at the show at almost €9 million, with the potential for up to €34 million spent with exhibiting companies post-event.

Bord Bia Trade Breakfast

At this morning's trade breakfast, Bord Bia introduced more than 100 Irish food and drink exhibitors to 200 buyers including Partridges, TJX (Homesense and TK Maxx), Sourced Market

and EAT from the UK. Among the Irish buyers were some of Ireland's largest retailers such as Dunnes Stores, Tesco, Lidl, Aldi alongside specialist retailers such as Donnybrook Fair, Fallon and Byrne and Butler's Pantry. Prominent buyers in the Irish food service sector included Dalata Hotel Group, the biggest hotel chain in Ireland; Retail in Motion, responsible for on-board retail with airlines across five continents; Freshly Chopped food chain, Circle K/Topaz, Applegreen, BWG and Musgrave Wholesale Partners.



Prepare for Success!

In advance

Research the visiting buyers – know who you are talking to

Think about distribution options + your pricing model

Think about how you will communicate your USPs in a clear fashion (practice your Elevator Pitch)

Ensure your website and Social Media platforms are up to date

Take the opportunity to highlight your participation at Bloom

On the day

Give yourself ample time for set up

Tasting plates, serviettes, paper bags etc

Hand-outs (summary sheet/brochure/business card/samples)

Make note of who has visited and any commitments made

After the show

Take time to follow up in short term

Check in again following period of time

**Irish Foodservice
Market Directory**
NOVEMBER 2018

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

www.bordbia.ie

Merchandising

Celine Cummins





Q & A

bloom
Airgead Tirim
no Carta
Creidmheasa
Cash or
Credit Card
Payment

bloom
Airgead Tirim
no Carta
Creidmheasa
Cash or
Credit Card
Payment

bloom
Bailiúchán
Ticéid
Ticket
Collection
Point

Fáilte go Bloom
Welcome to Bloom

**Bealach Isteach
Entrance**

Fáilte go Bloom
Welcome to Bloom

**Bealach Tapaidh
Fast track En**

**Bealach Tapaidh
Fast Track
Entrance**



Thank you



Fáilte chuig Comharsanacht an Bhia

Welcome to the Food Village