
Exclusive Foodservice Market Visit to Ireland

November 2026

BORD BIA
IRISH FOOD BOARD



Irish Foodservice Market Study Visit



Ireland



16th – 18th Nov 2026



- Gain exclusive insights from Ireland's dynamic food industry and on global foodservice trends
- Experience a behind-the-scenes "food safari" through Dublin's leading foodservice hotspots like Boojum, Camille, and Sprout.
- Network with top Dutch, German, and Irish foodservice decision-makers.
- Meet quality producers in sauces, desserts, plant-based proteins, and more.
- Learn how Origin Green-certified companies combine innovation with responsible sourcing.

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Itinerary

Day 1

Monday 16th Nov

- Arrive in Dublin airport
- Foodservice safari around Dublin (could include Sysco Ireland, Fresh supermarket, Bead 41, Sprout & Co, Chimac, Guinness Storehouse – all chains are profiled in this document)

Day 2

Tuesday 17th Nov

- Bord Bia Annual Foodservice Seminar
 - In person event with circa 300 delegates
 - In 2026 speakers will include:
 - **David Henkes (Technomic)** on Irish and global foodservice trends
 - **Raphael LaRue (Livit Design)** on the future of foodservice innovation
 - **Aoife Wycherley (Sodexo UK & Ireland)** on procurement, sustainability and foodservice operations
- Meet the Supplier Event - Tailored one-to-one meetings with innovative Irish food and drink suppliers aligned to buyer needs.

Day 3

Wednesday 18th Nov

- Visits to suppliers manufacturing sites
- Return home

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*Travel, Breakfast, lunch, dinner and accommodation included



Day 1 Dublin Safari Preview

(not confirmed)

Get exclusive, “behind-the-scenes” insights into Dublin's top foodservice hotspots

- **Sysco Ireland** – Ireland's leading foodservice distributor
- **Fresh Supermarket** – best-in-class retail foodservice concept
- **Bread 41** – award-winning artisan bakery and café
- **Sprout & Co**– leading healthy food-to-go operator
- **Chimac** – Korean-inspired casual dining concept
- **Guinness Storehouse** – showcase of Irish hospitality and visitor experience

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Day 2 Foodservice Seminar & Meet the Supplier

Our Annual Foodservice Seminar will give you the inside track on global foodservice trends, how best-in-class operators and suppliers are responding to a changing market.

After a delicious lunch you will meet a range of quality Irish producers of sauces, condiments, cooked meats, ice-cream, desserts, bakery, tortillas, drinks, and much more. All are experienced in foodservice supply, ready to bring their product to the Netherlands and help you bringing in more margin.

The suppliers you meet will be well aligned with your needs in the market.

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Watch our speakers' presentations from last year:

[Foodservice Seminar 2025 - Speaker Presentations](#)



Day 3 Supplier Visits

Visit the manufacturing plants of some of Ireland's biggest manufacturers for foodservice to understand how they are responding to the biggest foodservice trends. These suppliers are well-versed on the demands of the Dutch foodservice channel and members of Ireland's national food and drink sustainability programme, [Origin Green](#).

Some options include:

- ✓ [Blenders](#) – condiments, the most distributed foodservice brand in Ireland
- ✓ [Broderick's](#) - Indulgent portion-controlled sweet chocolate bakery products with great experience in UK and Ireland coffee chains
- ✓ [Coolhull Farms](#) – ice-cream and desserts from their own dairy farm
- ✓ [Dawn Farms](#) – cooked protein suppliers to the biggest fast food chains in Europe

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Why Attend?

- ❑ **Stay Ahead of Trends:** Bord Bia's annual Foodservice Seminar with expert insights on evolving consumer demands
- ❑ **Inspiration from the Field:** Safari of Dublin's top foodservice outlets with access to key decision-makers
- ❑ **Tailored Supplier Meetings:** Meet innovative Irish producers of sauces, desserts, plant-based proteins, and more
- ❑ **See Innovation in Action:** Visit producer plants to experience quality, sustainability, and innovation firsthand
- ❑ **High-Value Networking:** Engage with industry leaders for meaningful discussions and future collaboration



Quotes from 2025 Visitors

“The trip was very well organised, the connections we made were very interesting and could add value to our company in the future.”

Stefan Weißenfels, Bayer Gastronomie

“Overall, the insights from the other markets were very comprehensive. The Supplier Session was very helpful and provided good insights and opportunities”

Marc Bonsmann, MB Connections

