

**France-Avignon: Promotional services**  
**OJ S 16/2017 24/01/2017**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Inter Rhône

Postal address: 6 rue des Trois Faucons

Town: Avignon Cedex 1

NUTS code: FR France

Postal code: 84024

Country: France

Contact person: Amandine Troin

E-mail: [atroin@inter-rhone.com](mailto:atroin@inter-rhone.com)

Telephone: +33 490272450

**Internet address(es):**

Main address: <http://www.vins-rhone.com>

Address of the buyer profile: <https://www.boamp.fr/demat/consultation/CONS-16-101691>

**I.4. Type of the contracting authority**

Other type: Interprofession agricole

**I.5. Main activity**

Other activity: Agriculture

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Programme de promotion des vins des Côtes du Rhône et de la Vallée du Rhône aux USA.

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de promotion des vins des Côtes du Rhône et de la Vallée du Rhône aux USA.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7. Total value of the procurement**

Value excluding VAT: 3 426 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Communication grand public et professionnelle aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).  
Lot No: 1

### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

### **II.2.4. Description of the procurement**

Communication grand public et professionnelle aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

### **II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

### **II.2.14. Additional information**

## **II.2. Description**

### **II.2.1. Title**

Actions de promotion et formation On and Off trade dont PLV aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranches conditionnelles).  
Lot No: 2

### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

### **II.2.4. Description of the procurement**

Actions de promotion et formation On and Off trade dont PLV aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranches conditionnelles).

### **II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

#### **II.2.14. Additional information**

##### **II.2. Description**

###### **II.2.1. Title**

Actions de dégustations expérientielles dont PLV et crus aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 3

###### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

###### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

###### **II.2.4. Description of the procurement**

Actions de dégustations expérientielles dont PLV et crus aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

###### **II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

#### **II.2.14. Additional information**

##### **II.2. Description**

###### **II.2.1. Title**

Accompagnement non ou neo exportateur aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 4

**II.2.2. Additional CPV code(s)**

79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

**II.2.4. Description of the procurement**

Accompagnement non ou neo exportateur aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

**II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Ambassadeur Vallée du Rhône aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 5

**II.2.2. Additional CPV code(s)**

79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

**II.2.4. Description of the procurement**

Ambassadeur Vallée du Rhône aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

**II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

**II.2.11. Information about options**

Options: no

**II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

## **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Achat d'espace média aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

Lot No: 6

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

#### **II.2.4. Description of the procurement**

Achat d'espace média aux USA pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

#### **II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
yes

Identification of the project:

## **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Action spécifique Costières de Nîmes aux USA pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle)

Lot No: 7

#### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

#### **II.2.4. Description of the procurement**

Action spécifique Costières de Nîmes aux USA pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

#### **II.2.5. Award criteria**

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 40

Quality criterion - Name: Équipe / Weighting: 20

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project:

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

Action de relations presse pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle)

Lot No: 8

##### **II.2.2. Additional CPV code(s)**

79342200 Promotional services

##### **II.2.3. Place of performance**

NUTS code: 00 Other or Not Specified

##### **II.2.4. Description of the procurement**

Action de relations presse pour les vins des Côtes du Rhône et de la vallée du Rhône pour les années 2017 (tranche ferme) et 2018 (tranche conditionnelle).

##### **II.2.5. Award criteria**

Quality criterion - Name: Pertinence de l'analyse du contexte / Weighting: 15

Quality criterion - Name: Pertinence de la stratégie proposée / Weighting: 45

Quality criterion - Name: Équipe / Weighting: 25

Cost criterion - Name: Prix global, niveau et calcul des honoraires / Weighting: 15

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project:

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2016/S 142-256594](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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#### **Lot No: 1**

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

19/12/2016

##### **V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Favoreat Design

Town: New York

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 120 000,00 EUR

Total value of the contract/lot: 120 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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#### **Lot No: 2**

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

19/12/2016

##### **V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Euroconsultants  
Town: Washington  
NUTS code: 00 Other or Not Specified  
Country: France  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 780 000,00 EUR  
Total value of the contract/lot: 780 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 3**

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2. Information about tenders**

Number of tenders received: 2  
The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Sopexa  
Town: New York  
NUTS code: 00 Other or Not Specified  
Country: France  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 990 000,00 EUR  
Total value of the contract/lot: 990 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 4**

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2. Information about tenders**

Number of tenders received: 5  
The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Sopexa  
Town: New York  
NUTS code: 00 Other or Not Specified  
Country: France  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 240 000,00 EUR  
Total value of the contract/lot: 240 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 5**

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2. Information about tenders**

Number of tenders received: 3  
The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Euroconsultants  
Town: Washington  
NUTS code: 00 Other or Not Specified  
Country: France  
The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 40 000,00 EUR  
Total value of the contract/lot: 40 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 6**

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Sopexa

Town: New York

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 880 000,00 EUR

Total value of the contract/lot: 880 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 7**

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Euroconsultants

Town: Washington

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 176 000,00 EUR

Total value of the contract/lot: 176 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 8**

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

19/12/2016

**V.2.2.**

### **Information about tenders**

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

#### **V.2.3. Name and address of the contractor**

Official name: Teuwen communication

Town: New York

NUTS code: 00 Other or Not Specified

Country: France

The contractor is an SME: no

#### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Tribunal de grande instance

Town: Avignon

Country: France

#### **VI.5. Date of dispatch of this notice**

19/01/2017