

France-Avignon: Promotional services
OJ S 50/2023 10/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERRHONE

Postal address: 6 rue DES TROIS FAUCONS CS90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 490272400

Internet address(es):

Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>

Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

I.4. Type of the contracting authority

Other type: INTERPROFESSION VITICOLE

I.5. Main activity

Other activity: Promotion/communication

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs Multi Pays

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs Multi Pays

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 515 000,00 EUR

II.2. Description

II.2.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en France
Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en France

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au
Royaume-Uni
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au
Royaume-Uni

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Mise en oeuvre par FranceAgriMer de la mesure promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013 portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs aux USA
Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs aux USA

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Mise en oeuvre par FranceAgriMer de la mesure promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013 portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au Canada
Lot No: 4

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: CA Canada

II.2.4. Description of the procurement

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au Canada

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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: Mise en oeuvre par FranceAgriMer de la mesure promotion des vins sur les marchés des pays tiers par les entreprises et les interprofessions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013 portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en Belgique
Lot No: 5

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en Belgique

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

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:
no

II.2.14. Additional information

Section IV: Procedure

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: [2022/S 230-662080](#)

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

Contract No: 3920138

Lot No: 1

Title:

Lot n° 1 : Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en France

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/03/2023

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

Postal address: 25 RUE NOTRE DAME DES VICTOIRES

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 115 000,00 EUR

Total value of the contract/lot: 115 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: 3920138

Lot No: 2

Title:

Lot n° 2 : Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au Royaume-Uni

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/03/2023

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

Postal address: 25 RUE NOTRE DAME DES VICTOIRES

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: 3920138

Lot No: 3

Title:

Lot n° 3 : Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs aux USA

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/03/2023

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: COLANGELO

Postal address: 1010 AVENUE OF THE AMERICAS SUITE 300 NEW YORK

Town: New york

NUTS code: US United States

Country: United States

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: 3920138

Lot No: 4

Title:

Lot n° 4 : Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs au Canada

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/03/2023

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: DEMANDRE COMMUNICATIONS

Postal address: 6591 CHRISTOPHE COLOMB QC H25 2H1

Town: MONTREAL

NUTS code: CA Canada

Country: Canada

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: 3920138

Lot No: 5

Title:

Lot n° 5 : Plan promotionnel inédit pour les vignobles de la Vallée du Rhône : Focus Blancs en Belgique

A contract/lot is awarded: yes

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

03/03/2023

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: SOPEXA

Postal address: 25 RUE NOTRE DAME DES VICTOIRES

Town: PARIS

NUTS code: FR France

Postal code: 75002

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: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5.

Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBER

Town: AVIGNON

Postal code: 84078

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBER

Town: AVIGNON

Postal code: 84078

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBER

Town: AVIGNON

Postal code: 84078

Country: France

VI.5. Date of dispatch of this notice

06/03/2023