France-Villefranche sur Saône: Advertising and marketing services
OJ S 72/2023 12/04/2023
Contract notice
Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses
Official name: INTER BEAUJOLAIS
National registration number: 77975993500017
Postal address: 210 Boulevard Vermorel - CS 30317
Town: Villefranche sur Saône
NUTS code: FRK26 Rhône
Postal code: 69661
Country: France
Contact person: Florent Laissard
E-mail: flaissard@beaujolais.com
Telephone: +33 474022210
Internet address(es):
Main address: http://www.beaujolais.com
Address of the buyer profile: http://inter-beaujolais.e-marchespublics.com

I.3. Communication
The procurement documents are available for unrestricted and full direct access, free of charge, at: http://inter-beaujolais.e-marchespublics.com
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority
Other type: Association Interprofession

I.5. Main activity
Other activity: Interprofession secteur vitinicole

Section II: Object

II.1. Scope of the procurement

II.1.1. Title
Campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais

II.1.2. Main CPV code
79340000 Advertising and marketing services

II.1.3. Type of contract
Services

II.1.4. Short description

Le marché a pour objet la conception, la mise en oeuvre et le suivi d'une campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais

II.1.5. Estimated total value
Value excluding VAT: 337 000,00 EUR

II.1.6. Information about lots
This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title
Actions de promotion "Trade"
Lot No: 1

II.2.2. Additional CPV code(s)
79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance
NUTS code: UK United Kingdom

II.2.4. Description of the procurement
Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025).
Actions de promotion « Trade » par des actions ciblées sur les professionnels de l'industrie, des propositions originales d'actions promotionnelles, l'accueil dans le vignoble.
Description intégrale dans le DCE sur e-marchespublics.com

II.2.5. Award criteria
Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value
Value excluding VAT: 273 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system
Start: 16/10/2023 End: 31/12/2025
This contract is subject to renewal: no

II.2.10. Information about variants
Variants will be accepted: no

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: Programme de cofinancement par des fonds communautaires. France Agrimer est l'organisme chargé de ce programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title
Relations presse et stratégie d’influence
Lot No: 2

II.2.2. Additional CPV code(s)
79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance
NUTS code: UK United Kingdom

II.2.4. Description of the procurement
Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025).
Relations presse et stratégie d’influence.
Description intégrale dans le DCE sur e-marchespublics.com

II.2.5. Award criteria
Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value
Value excluding VAT: 64 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system
Start: 16/10/2023 End: 31/12/2025
This contract is subject to renewal: no

II.2.10. Information about variants
Variants will be accepted: no

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: Programme de cofinancement par des fonds communautaires. France Agrimer est l'organisme chargé de ce programme.

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing
Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability
Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3.

Information about staff responsible for the performance of the contract
Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2. Time limit for receipt of tenders or requests to participate
Date: 14/05/2023 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted
English, French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender
Tender must be valid until: 15/10/2023

IV.2.7. Conditions for opening of tenders
Date: 15/05/2023 Local time: 08:00

Section VI: Complementary information

VI.1. Information about recurrence
This is a recurrent procurement: no

VI.3. Additional information
Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025)

VI.4. Procedures for review

VI.4.1. Review body
Official name: Tribunal de commerce de Villefranche sur Saône
Town: Villefranche sur Saône
Postal code: 69400
Country: France

VI.5. Date of dispatch of this notice
07/04/2023