

**France-Villefranche-sur-Saône: Advertising and marketing services**

OJ S 85/2021 03/05/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Inter Beaujolais

Postal address: 210 boulevard Victor-Vermorel, CS 30317

Town: Villefranche-sur-Saône Cedex

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

E-mail: [sthouvenin@beaujolais.com](mailto:sthouvenin@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: Interprofession

**I.5. Main activity**

Other activity: Interprofession du secteur vitivinicole

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Campagne de communication et de promotion aux États-Unis pour les vins AOP du Beaujolais 2022-2023

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Campagne de communication et de promotion aux États-Unis pour les vins AOP du Beaujolais 2022-2023.

#### **II.1.5. Estimated total value**

Value excluding VAT: 1 000 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

#### **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: FRK26 Rhône

Main site or place of performance: États-Unis.

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

Campagne de communication et de promotion aux États-Unis pour les vins AOP du Beaujolais 2022-2023.

#### **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: 1 000 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/01/2022 End: 31/12/2023

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: yes

Description of options:

Tranche optionnelle 2023: 500 000 EUR.

Selon possibilité financière de l'interprofession, obtention de financements publics, validation des besoins compte tenu de l'évolution possible du contexte.

#### **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.

FranceAgriMer est l'organisme chargé de ce programme.

#### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 10/06/2021 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: 30/11/2021

**IV.2.7. Conditions for opening of tenders**

Date: 11/06/2021 Local time: 09:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Inter Beaujolais — Service Export

Postal address: 210 boulevard Victor-Vermorel, CS 30317

Town: Villefranche-sur-Saône Cedex

Postal code: 69661

Country: France

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

28/04/2021