

305782-2026 - Result

Ireland – Market research services – Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

OJ S 86/2026 05/05/2026

Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Reddot Food

Email: rammyah.katkuri@reddot.ie

Legal type of the buyer: Organisation awarding a contract subsidised by a local authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

Description: Reddot Food Limited invites tenders for the provision of consultancy services covering market insight, go-to-market planning, brand strategy development and visual identity design for current and future product initiatives. The contract will be awarded on the basis of the Most Economically Advantageous Tender (MEAT). Full details of the scope, deliverables and evaluation criteria are contained within the tender documentation.

Procedure identifier: 16bae006-58f3-4539-8a59-fdcb5e41ddba

Previous notice: 52a862a0-c986-47cd-aaef-840f510b141f-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79342000 Marketing services, 79822500 Graphic design services

2.1.2. Place of performance

Postal address: Unit 12/13 Boyne Valley Food Innovation District DAC, Meath Enterprise Centre, Trim Road, Navan, Meath, Ireland C15 TKX6

Town: Navan, Co Meath

Postcode: C15 TKX6

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 70 000,00 EUR

2.1.4. General information

Legal basis:

5. Lot

5.1. Lot: LOT-0001

Title: Provision of Consultancy Services for Market Insight, Go-To-Market Strategy, Brand Strategy and Visual Identity Development – Reddot Food Limited

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Internal identifier: 0

5.1.1. Purpose

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Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 79413000 Marketing management consultancy services, 79342000 Marketing services, 79822500 Graphic design services

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Town: Navan, Co. Meath

Postcode: C15 TKX6

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

5.1.3. Estimated duration

Duration: 6 Months

5.1.5. Value

Estimated value excluding VAT: 70 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: Innovative purchase

Description: The procurement seeks an innovative consultancy service that integrates market insight, go-to-market strategy, brand development and visual identity into a single, cohesive approach. The project requires the application of contemporary research methods, data-led decision making and modern brand design practices tailored to a niche food category. The service is considered innovative in its requirement to combine traditional food heritage with modern consumer positioning, digital-first branding and scalable market entry strategies for Ireland and wider European markets.

Innovation procurement: The procured works, supplies, or services entail product innovation

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are included

5.1.10. Award criteria

Criterion:

Type: Quality

Description: The contract was awarded on the basis of the Most Economically Advantageous Tender (MEAT). Tenders were evaluated using a combination of technical and financial criteria. The technical evaluation (60%) assessed relevant experience and demonstrated capability, proposed methodology and approach, and delivery timeline and responsiveness. The financial evaluation (40%) assessed the total contract price submitted by each tenderer, with scores calculated on a relative basis using the lowest priced tender as the benchmark. The contract was awarded to the tenderer achieving the highest combined technical and financial score.

Description of the method to be used if weighting cannot be expressed by criteria: Not applicable. The award criteria weightings were clearly defined in the tender documentation, with technical criteria weighted at 60% and financial criteria weighted at 40%.

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Reddot Food

Organisation providing more information on the review procedures: The High Court of Ireland

6. Results

Value of all contracts awarded in this notice: 66 900,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners**Winner:**

Official name: WBS Limited

Tender:

Tender identifier: 000163003

Identifier of lot or group of lots: LOT-0001

Value of the tender: 66 900,00 EUR

The tender was ranked: yes

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 439488

Date of the conclusion of the contract: 30/04/2026

Information about European Union funds:

Name of EU-financed project or programme: European Agricultural Fund for Rural Development (EAFRD) (2021/2027)

Identifier of EU funds: LEADER Programme 2023–2027 – Reddot Food Limited Marketing & Development Project (RDF-MARKETING-2026-001)

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3

8. Organisations

8.1. ORG-0001

Official name: Reddot Food

Registration number: 740382

Postal address: UNIT 12 , Boyne Valley Food Hub, Meath Interprise Center, Trim road, Navan

Town: NAVAN

Postcode: C15VXW7

Country subdivision (NUTS): Mid-East (IE062)

Country: Ireland

Email: rammyyah.katkuri@reddot.ie

Telephone: 0858516999

Internet address: www.reddotfood.store

Buyer profile: www.reddotfood.store

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: WBS Limited

Size of the economic operator: Micro, small, or medium

Registration number: 795499

Postal address: 4 ROSSAUN

Town: DUBLIN

Postcode: A96 CC65

Country subdivision (NUTS): South-East (IE052)

Country: Ireland

Email: dave@whitebearstudio.com

Telephone: 0899752297

Internet address: www.whitebearstudio.com

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: HighCourtCentralOffice@courts.ie

Telephone: +353 1 8886000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: eproc-esender@eurodyn.com

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

Notice information

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