

## 313541-2026 - Competition

**Germany – Advertising and marketing services – Organisation of a Marketing Programme for German Wine in USA**  
**OJ S 88/2026 07/05/2026**  
**Contract or concession notice – standard regime**  
**Services**

### 1. Buyer

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#### 1.1. Buyer

Official name: Deutsches Weininstitut GmbH

Email: [vergabe@deutscheweine.de](mailto:vergabe@deutscheweine.de)

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Economic affairs

### 2. Procedure

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#### 2.1. Procedure

Title: Organisation of a Marketing Programme for German Wine in USA

Description: The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are also focused overseas, including USA. In order to gain a market presence in the USA for the years 2027-2032, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

Procedure identifier: abbbc9ac-90cd-49fb-9f63-d6db16f82837

Internal identifier: DWI 2026-10

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

##### 2.1.2. Place of performance

Country: United States

Anywhere in the given country

##### 2.1.3. Value

Estimated value excluding VAT: 2 580 000,00 EUR

Maximum value of the framework agreement: 4 128 000,00 EUR

##### 2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXP4YWSMNPL#

**Legal basis:**

Directive 2014/24/EU

### **2.1.6. Grounds for exclusion**

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds:

Participation in a criminal organisation: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Terrorist offences or offences linked to terrorist activities: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Money laundering or terrorist financing: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Fraud: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Corruption: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Child labour and including other forms of trafficking in human beings: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Breaching obligation relating to payment of taxes: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Breaching obligation relating to payment of social security contributions: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Breaching of obligations in the fields of environmental law: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Breaching of obligations in the fields of social law: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Breaching of obligations in the fields of labour law: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Insolvency: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Assets being administered by liquidator: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Business activities are suspended: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Grave professional misconduct: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Agreements with other economic operators aimed at distorting competition: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Conflict of interest due to its participation in the procurement procedure: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Direct or indirect involvement in the preparation of this procurement procedure: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Early termination, damages, or other comparable sanctions: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: Self delcattration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Organisation of a Marketing Programme for German Wine in USA

Description: The Service Provider shall routinely perform the following tasks as basic services at a monthly fixed price including all external costs: 1. The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of an

office / offices in the U.S. of America fully equipped with all the common means and channels of modern communication. The normal business and availability hours shall be made public and adhered to by the Service Provider.

2. General Basic Services The Service Provider shall perform the following tasks as General Basic Services:

- a) Basic Information Service and Correspondence - Particularly regarding exporters, agents, supermarkets, specialist retailers, catering trade, media and consumers - Consulting service for German wine and sparkling wine producers for entering or already working on the US market - Creation and maintenance of a network of important and relevant contacts and multipliers in the U.S. of America in order to perform these responsibilities - In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings.
- b) Retail trade/Catering Trade /Importers/Wine Market - Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers - Continuous compilation and updating of lists of US wine retailers, agents, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement) - Adaptation of existing promotional material - Distribution and shipment of promotional materials. - Cooperation with potential partners (Sommelier-cooperations, Trade Sponsors, press clubs...) - Attendance at important/influential meetings
- c) Statistics/Market Research/Marketing Strategy for the U.S. of America - Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in the U.S. of America corresponding to the market situation and in line with the general strategy of DWI - Transmission of statistics/market research - Continuous transmission of statistics in relation to the use of social media (number of followers, etc.) - Quarterly report on general activities.
- d) Other Basic Services - Storage of POS material and banners - Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

3. Basic Public Relation Services The Service Provider shall perform the following tasks as Basic Public Relation Services at a monthly fixed price including all external costs (including, but not limited to, subscriptions to relevant magazines or journals):

- Continuous monitoring of the US media landscape - Expert point of contact for media representatives - Regular summary of current media clippings (TV, print and internet) - Reports on the current situation and changes in politics and the wine sector - Creation and distribution of generic press releases related to the DWI or German wine in general - Creation and distribution of basic information publications related to the DWI or German wine in general.

4. Basic Internet and Social Media Services The Service Provider shall perform the following tasks as Basic Internet and Social Media Services at a monthly fixed price including all external costs (including, but not limited to, language adaptations if required -see the "Important Notice" below):

- a) Website maintenance - The existing website available under <https://germanwineusa.com/> shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the USA - All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. If necessary, the Service Provider will get an introduction for the Typo 3 CMS. It will be mandatory for the bidder to work within the CMS of the DWI. - The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.
- b) Internet and Social Media - Content creation and maintenance of all relevant social media networks e.g. Instagram, Facebook, video

channels, etc.). Social media channels must be updated at least once a week with unique content containing added value. 5. Additional Services Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the US market. a) Media and Trade Trips to Germany b) Special Press Conferences in Relation to Current Events c) Other Marketing Activities d) Events/Fairs/Presentations  
Internal identifier: DWI 2026-10

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

#### **5.1.2. Place of performance**

Country: United States

Anywhere in the given country

#### **5.1.3. Estimated duration**

Duration: 6 Years

#### **5.1.4. Renewal**

Maximum renewals: 5

Other information about renewals: The term of the tender agreement commences on 1st January 2027 and shall expire on 31 December 2027 (which concludes one year). The contract will subsequently be extended five times for successive one-year periods unless it is terminated by either the DWI or the Service Provider by giving at least three months' written notice of termination. The maximum term for this tender agreement is six years. Accordingly, the tender agreement shall expire no later than 31st December 2032.

#### **5.1.6. General information**

##### **Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

#### **5.1.7. Strategic procurement**

Aim of strategic procurement: No strategic procurement

#### **5.1.9. Selection criteria**

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Company presentation attachment

Criterion: Professional risk indemnity insurance

Description of selection criterion: Self-declaration confirming professional/commercial liability insurance with a coverage of at least 1.000,000.00EUR for each of personal injury and 200,000.00 EUR for each of property damage, or a declaration that such insurance will be obtained prior to the commencement of the contract.

Criterion: General yearly turnover

Description of selection criterion: The annual turnover of each of the last three completed business years shall amount to a minimum of 500,000.00 EUR. If a bidder's annual turnover is lower than the minimum, its request to participate will not be considered.

Criterion: References on specified services

Description of selection criterion: Self-declaration confirming that the bidder has an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in the U.S. of America.

Criterion: References on specified services

Description of selection criterion: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Weight (percentage, middle of a range): 35,00

Criterion: References on specified services

Description of selection criterion: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Weight (percentage, middle of a range): 35,00

Criterion: References on specified services

Description of selection criterion: Qualification of the team leader/Head of Campaign/project team: Self-declaration about the Staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Weight (percentage, middle of a range): 30,00

Criterion: Measures for ensuring quality

Description of selection criterion: Self-certify the knowledge of the required languages: Head of Campaign: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2). Project team: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2).

Criterion: Other economic or financial requirements

Description of selection criterion: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Criterion: Authorisation or membership of a particular organisation needed for service contracts  
Description of selection criterion: Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

**Information about the second stage of a two-stage procedure:**

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 3

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

**5.1.10. Award criteria**

**Criterion:**

Type: Price

Name: Price

Description: Average price for one estimated year in the period Jan.2027-Dec.2032

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 32,5

**Criterion:**

Type: Quality

Name: Implementation concept

Description: Implementation concept table top presentation

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 7,5

**Criterion:**

Type: Quality

Name: Conceptual idea

Description: Conceptual idea

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 12,5

**Criterion:**

Type: Quality

Name: Marketing Strategy

Description: Marketing Strategy (incl. social media) for the U.S. of America

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 7,5

**Criterion:**

Type: Quality

Name: Presentation

Description: makeup and structure of content

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 5

**Criterion:**

Type: Quality

Name: Presentation

Description: Comprehensibility of the presented contents

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 5

**Criterion:**

Type: Quality

Name: Presentation

Description: Overall impression of the presentation

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 10

**Criterion:**

Type: Quality

Name: Sustainability

Description: Sustainability Plan

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 20

**5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: English

Deadline for requesting additional information: 01/06/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL/documents>

**Ad hoc communication channel:**

URL: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

**5.1.12. Terms of procurement**

**Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 12/06/2026

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

Languages in which tenders or requests to participate may be submitted: German, English

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 08/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

**Information that can be supplemented after the submission deadline:**

At the discretion of the buyer, some missing tenderer-related documents may be submitted later.

Additional information: The DWI may, but is not obliged to, request candidates/tenderers to submit missing undertaking-related documentation or to clarify incomplete undertaking-related documentation, including but not limited to self-declarations, information, certificates or other means of proof within an appropriate time limit set by the DWI and in compliance with the principles of transparency and equal treatment.

**Terms of contract:**

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: It is a special condition relating to the performance of this contract that the applicants, members of bidding consortia and subcontractors have to declare the absence of a conflict of interest. A conflict of interest exists, in particular, for a (single) commercial importer/wholesaler of (German) wine. Due to the DWI's legal mandate and the European framework (Regulation (EU) No 1308/2013, No 2021/2117 and Notification SA.54935 (2019/N), DWI may only carry out non-competitive worldwide marketing activities in cooperation with German producers. Therefore, any measures that are

taken have to basically benefit all (wine) producers of the (wine) product type concerned. In case of bidding consortia, a self-declaration is required from each individual member of the consortium. Any applicant, member of a bidding consortium or sub-contractor not submitting this declaration will be excluded from further participation

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

#### **5.1.15. Techniques**

##### **Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

Justification for the duration of the framework agreement: The German Wine Institute has been working with foreign agencies for over 30 years. These agencies act as official representatives of the German Wine Institute. The target group consists of German wine producers, the media, the gastronomy and trade sector including end consumers in the respective target countries.

The experience of over 30 years has shown, that it takes at least three years for an agency to develop a sufficient network of members of the aforementioned target group. From a marketing perspective it has been proven, that the initial investments made only start to amortize after this point in time. From this point on, after having built the network with the media and the gastronomy and trade sector and the mentioned representation is achieved, agency services start to become effective in a marketing sense, which enables the agencies to place marketing strategies and goals in an efficient way. The necessary investment volume on both sides, on the service provider's and client's side, is considered a recognized reason to deviate from the standard term of four (4) years for a framework contract by the public procurement jurisdiction.

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

#### **5.1.16. Further information, mediation and review**

Review organisation: Vergabekammer des Bundes

Organisation providing additional information about the procurement procedure: Deutsches Weininstitut GmbH

Organisation providing more information on the review procedures: Vergabekammer des Bundes

Organisation receiving requests to participate: Deutsches Weininstitut GmbH

## **8. Organisations**

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### **8.1. ORG-0001**

Official name: Deutsches Weininstitut GmbH

Registration number: 000

Postal address: Platz des Weines 2

Town: Bodenheim

Postcode: 55294

Country subdivision (NUTS): Mainz-Bingen (DEB3J)

Country: Germany

Email: [vergabe@deutscheweine.de](mailto:vergabe@deutscheweine.de)

Telephone: 000

Internet address: <https://www.deutscheweine.de/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

**8.1. ORG-0002**

Official name: Vergabekammer des Bundes

Registration number: 000

Postal address: Villemombler Straße 76

Town: Bonn

Postcode: 53123

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Telephone: +49 4922-894990

Fax: +49 4922-89499163

**Roles of this organisation:**

Review organisation

Organisation providing more information on the review procedures

**8.1. ORG-0003**

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: [noreply.esender\\_hub@bescha.bund.de](mailto:noreply.esender_hub@bescha.bund.de)

Telephone: +49228996100

**Roles of this organisation:**

TED eSender

**Notice information**

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Notice identifier/version: b4644509-57e7-4d8b-b1fc-2296d7924535 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 06/05/2026 14:33:28 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 313541-2026

OJ S issue number: 88/2026

Publication date: 07/05/2026