

## 314735-2026 - Result

France – Advertising and marketing services – Médoc Wines MARKETING - USA 2026-2028

OJ S 88/2026 07/05/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: CIVB

Email: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Economic affairs

### 2. Procedure

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#### 2.1. Procedure

Title: Médoc Wines MARKETING - USA 2026-2028

Description: The present call for tender from the Conseil des Vins du Médoc aims to identify a provider of point-of-sale marketing services, in the U.S.A. for 2026-2028.

Procedure identifier: 699ba64b-62ba-47a4-af59-aa3088029986

Previous notice: 27a8dc6b-a747-4563-aa0b-ff5f43eda67f-01

Internal identifier: TERR-Medoc USA26-28

Type of procedure: Open

##### 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

Additional information: Relevant states depending on wine consumption habits and trends

##### 2.1.3. Value

Estimated value excluding VAT: 540 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-0001

Title: Médoc Wines Point-of-sale Marketing Activities - USA 2026-2028

Description: The present call for tender from the Conseil des Vins du Médoc aims to identify a provider of point-of-sale marketing services, in the U.S.A. for 2026-2028.

Internal identifier: TERR Medoc USA26-28

##### 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

Additional information: Relevant states depending on wine consumption habits and trends

#### 5.1.3. Estimated duration

Start date: 25/02/2026

Duration end date: 31/12/2028

#### 5.1.5. Value

Estimated value excluding VAT: 540 000,00 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

#### 5.1.10. Award criteria

##### Criterion:

Type: Quality

Description: Qualification (critères précisés dans le document de consultation) - Pondération: 25% Proposition technique (critères précisés dans le document de consultation) - Pondération: 50% Proposition budgétaire (critères précisés dans le document de consultation) - Pondération: 25%

Description of the method to be used if weighting cannot be expressed by criteria: Qualification (critères précisés dans le document de consultation) - Pondération: 25% Proposition technique (critères précisés dans le document de consultation) - Pondération: 50% Proposition budgétaire (critères précisés dans le document de consultation) - Pondération: 25%

#### 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: Conseil Interprofessionnel du Vin de Bordeaux

Organisation providing more information on the review procedures: Conseil Interprofessionnel du Vin de Bordeaux

Organisation signing the contract: CIVB

## 6. Results

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Value of all contracts awarded in this notice: 270 000,00 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: BUSINESS FRANCE

##### Tender:

Tender identifier: BUSINESS FRANCE

Identifier of lot or group of lots: LOT-0001

Value of the tender: 270 000,00 EUR

Subcontracting: Not yet known

**Contract information:**

Identifier of the contract: USA TERR-Medoc Trade et POS Activities

Date on which the winner was chosen: 01/04/2026

Date of the conclusion of the contract: 07/04/2026

Organisation signing the contract: CIVB

**6.1.4. Statistical information**

**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

## 8. Organisations

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**8.1. ORG-0001**

Official name: CIVB

Registration number: 78184609200018

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

Postcode: 33075

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

Telephone: +33 556002266

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

Buyer profile: <https://civb.e-marchespublics.com>

**Roles of this organisation:**

Buyer

Organisation signing the contract

**8.1. ORG-0002**

Official name: Conseil Interprofessionnel du Vin de Bordeaux

Registration number: FR09781846092

Town: Bordeaux

Postcode: 33075

Country subdivision (NUTS): Gironde (FRI12)

Country: France

Email: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

**Roles of this organisation:**

Review organisation

Organisation providing more information on the review procedures

**8.1. ORG-0003**

Official name: BUSINESS FRANCE

Size of the economic operator: Large

Registration number: 45193005100052

Town: Paris

Postcode: 75998

Country subdivision (NUTS): Paris (FR101)

Country: France

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001**

**8.1. ORG-0000**

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: [contact@dematis.com](mailto:contact@dematis.com)

Telephone: +33 172365548

Internet address: [www.dematis.com](http://www.dematis.com)

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 793216af-ff3b-4daf-8226-72561188ca17 - 01

Form type: Result

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