

326043-2026 - Result

Ireland – Research services – Invitation to tender for Bord Bia's Consumer Lifestyle Trend - Cultivate

OJ S 91/2026 12/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Bord Bia (Irish Food Board)

Email: procurement@bordbia.ie

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Invitation to tender for Bord Bia's Consumer Lifestyle Trend - Cultivate

Description: In 2023 Bord Bia undertook a significant update of its Consumer Lifestyle Trends programme, a programme that has been in existence for 18 years now. This body of work now known as Cultivate reflects on the big picture macro trends influencing emerging consumer behaviours which are likely to impact the food and drinks industry. The programme was developed to help Irish food and drink companies build a more consumer centric culture and create more futures focused perspectives within their businesses. As such, the programme is designed to help businesses enhance their strategic planning, tactical responsiveness, and organisational agility, driving NPD, innovation and overall business decision making. The recent update has brought new momentum to engagement with our trends programme. As well as using the content with client companies, it provides a backdrop to much of Bord Bia's own consumer insight work, informing many of Bord Bia's thought leadership studies and providing context and direction for much of the organisation's bespoke client work whilst also being used extensively by internal teams to deliver various work streams. Over the years, in addition to the headline report, the programme has yielded a breadth of allied resources including an interactive PowerPoint presentation, a dedicated website, videos, newsletters, stimulus for workshops, toolkits, workbooks, and inspiration expeditions. Nearly three years since the significant refresh, Bord Bia must now tender to update Cultivate and is seeking to appoint a suitable agency to deliver this content for 2026, ensuring that it continues to be relevant for our client companies and Bord Bia going forward

Procedure identifier: 94c431a2-ba13-49ce-bf34-55456bbb9e20

Previous notice: 78261352-79b1-4738-a4a4-22296000dd7a-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

Additional classification (cpv): 73210000 Research consultancy services, 79310000 Market research services

2.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3. Value

Estimated value excluding VAT: 345 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Invitation to tender for Bord Bia's Consumer Lifestyle Trend - Cultivate

Description: In 2023 Bord Bia undertook a significant update of its Consumer Lifestyle Trends programme, a programme that has been in existence for 18 years now. This body of work now known as Cultivate reflects on the big picture macro trends influencing emerging consumer behaviours which are likely to impact the food and drinks industry. The programme was developed to help Irish food and drink companies build a more consumer centric culture and create more futures focused perspectives within their businesses. As such, the programme is designed to help businesses enhance their strategic planning, tactical responsiveness, and organisational agility, driving NPD, innovation and overall business decision making. The recent update has brought new momentum to engagement with our trends programme. As well as using the content with client companies, it provides a backdrop to much of Bord Bia's own consumer insight work, informing many of Bord Bia's thought leadership studies and providing context and direction for much of the organisation's bespoke client work whilst also being used extensively by internal teams to deliver various work streams. Over the years, in addition to the headline report, the programme has yielded a breadth of allied resources including an interactive PowerPoint presentation, a dedicated website, videos, newsletters, stimulus for workshops, toolkits, workbooks, and inspiration expeditions. Nearly three years since the significant refresh, Bord Bia must now tender to update Cultivate and is seeking to appoint a suitable agency to deliver this content for 2026, ensuring that it continues to be relevant for our client companies and Bord Bia going forward

Internal identifier: 0

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 73110000 Research services

Additional classification (cpv): 73210000 Research consultancy services, 79310000 Market research services

5.1.2. Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

5.1.3. Estimated duration

Duration: 36 Months

5.1.5. Value

Estimated value excluding VAT: 345 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Cost

Description: Quality @ 80%

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Quality @ 80%

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

Award criterion number: 80

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: Bord Bia (Irish Food Board)

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

6. Results

Value of all contracts awarded in this notice: 345 000,00 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: Brand Genetics Ltd.

Tender:

Tender identifier: 000147555

Identifier of lot or group of lots: LOT-0001

Value of the tender: 345 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 439240

Date on which the winner was chosen: 09/03/2026

Date of the conclusion of the contract: 08/05/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

8. Organisations

8.1. ORG-0001

Official name: Bord Bia (Irish Food Board)

Registration number: None

Postal address: 140 Pembroke Road

Town: Ballsbridge, Dublin 4

Postcode: D04 NV34

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: procurement@bordbia.ie

Telephone: 01 6685155

Internet address: <https://www.bordbia.ie>

Buyer profile: <https://www.bordbia.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Brand Genetics Ltd.

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

Registration number: 3145513

Postal address: 58 Bloomsbury Street

Town: London

Postcode: WC1B 3QT

Country: United Kingdom

Email: tom.ellis@brandgenetics.com

Telephone: +44 20 7700 2700

Internet address: www.brandgenetics.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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Form type: Result

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