

France-Avignon: Promotional services
OJ S 144/2021 28/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inter Rhône

Postal address: 6 rue des Trois Faucons — CS 90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 490272400

Internet address(es):

Main address: <http://www.vins-rhone.com>

Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Promotion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme d'information des vins AOC de la vallée du Rhône en France pour la période comprise entre le 01.8.2021-31.7.2022

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Programme d'information des vins AOC de la vallée du Rhône en France pour la période comprise entre le 01.8.2021-31.7.2022.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 350 000,00 EUR

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Achat d'espace média pour les vins des Côtes du Rhône & Côtes du Rhône villages en France (01.8.2021-31.7.2022).

II.2.5. Award criteria

Quality criterion - Name: Analyse / Weighting: 15

Quality criterion - Name: Éléments opérationnels: / Weighting: 45

Quality criterion - Name: Équipé: / Weighting: 30

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 10

II.2.11. Information about options

Options: no

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: Mise en œuvre par FranceAgriMer d'un programme d'information dans les états membres concernant les vins de l'union européenne pour la programmation 2019 à 2023 an application de l'article 45 du règlement no1308/20163, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Lot no 2: documentation et outils pédagogiques pour les vignobles de la vallée du Rhône (01.8.21-31.7.2022).

II.2.5. Award criteria

Quality criterion - Name: Analyse / Weighting: 15

Quality criterion - Name: Éléments opérationnels: / Weighting: 45

Quality criterion - Name: Équipe: / Weighting: 30

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires /
Weighting: 10

II.2.11. Information about options

Options: no

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: Mise en oeuvre par FranceAgriMer d'un programme d'information dans les états membres concernant les vins de l'union européenne pour la programmation 2019 à 2023 an application de l'article 45 du règlement no1308/20163, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

Section IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 105-276540](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Lot No: 1

Title:

Lot no 1: achat d'espace média pour les vins des Côtes du Rhône & Côtes du Rhône villages en France (01.8.21-31.7.2022)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2021

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Havas média France

Postal address: 2 bis rue Godefroy

Town: Puteaux

NUTS code: FR France

Postal code: 92817

Country: France

Internet address: <https://www.havasgroup.fr/>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 250 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2**Title:**

Lot no 2: documentation et outils pédagogiques pour les vignobles de la vallée du Rhône (01.8.21-31.7.2022)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

22/07/2021

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Chez toi

Postal address: 22 boulevard des Félibres Les Pins Pignons

Town: Sainte-Maxime

NUTS code: FR France

Postal code: 83120

Country: France

Internet address: <https://www.cheztoi.eu/>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de grande instance

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de grande instance

Postal address: 2 boulevard Limbert

Town: Avignon

Postal code: 84078

Country: France

VI.5. Date of dispatch of this notice

23/07/2021