

France-Avignon: Promotional services
OJ S 140/2022 22/07/2022
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERRHONE

Postal address: 6 rue DES TROIS FAUCONS CS90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 0490272400

Internet address(es):

Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzY0ODYwMg%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzY0ODYwMg%3D%3D>

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=MzY0ODYwMg%3D%3D>

I.4. Type of the contracting authority

Other type: INTERPROFESSION VITICOLE

I.5. Main activity

Other activity: Promotion/communication

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Programme de promotion des AOC des vignobles de la Vallée du Rhône au Royaume-Uni

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Programme de promotion des AOC des vignobles de la Vallée du Rhône au Royaume-Uni pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.1.5. Estimated total value**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for one lot only

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Néant

II.2. Description**II.2.1. Title**

Lot n°1 : Communication au travers des réseaux sociaux pour l'AOC Côtes du Rhône et CDR Villages

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n°1 : Communication au travers des réseaux sociaux pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 2 : Plan de communication & Achat média pour l'AOC Côtes du Rhône et CDR Villages
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n° 2 : Plan de communication & Achat média pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 3 : Programme de formation et de communication professionnelle pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief)
Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n° 3 : Programme de formation et de communication professionnelle pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief) pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 4 : Programme Evènementiel pour l'AOC Côtes du Rhône et CDR Villages

Lot No: 4

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n° 4 : Programme Evènementiel pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 5 : Relation presse et Stratégie d'influence pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief)

Lot No: 5

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n° 5 : Relation presse et Stratégie d'influence pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief) pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 6 : Programme de promotion pour l'AOC Ventoux
Lot No: 6

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Lot n° 6 : Programme de promotion pour l'AOC Ventoux pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole (FranceAgriMer)

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 06/09/2022 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.7. Conditions for opening of tenders

Date: 06/09/2022 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

18/07/2022