

**France-Villefranche-sur-Saône: Advertising and marketing services**

OJ S 191/2021 01/10/2021

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: inter Beaujolais

Postal address: 210 Boulevard Victor Vermorel Cs30317

Town: Villefranche-sur-Saone Cedex

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

E-mail: [sthouvenin@beaujolais.com](mailto:sthouvenin@beaujolais.com)

Telephone: +33 0474022210

**Internet address(es):**Main address: <http://www.beaujolais.com>Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>**I.4. Type of the contracting authority**

Other type: Interprofession

**I.5. Main activity**

Other activity: Interprofession du secteur vitivinicole

**Section II: Object**

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

campagne de communication et de promotion aux Etats-Unis pour les vins AOP du Beaujolais 2022-2023

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

campagne de communication et de promotion aux Etats-Unis pour les vins AOP du Beaujolais 2022-2023

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 1 000 000,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

#### **II.2.3. Place of performance**

NUTS code: FRK26 Rhône

Main site or place of performance: etats-Unis

#### **II.2.4. Description of the procurement**

campagne de communication et de promotion aux Etats-Unis pour les vins AOP du Beaujolais 2022-2023

#### **II.2.5. Award criteria**

Price

#### **II.2.11. Information about options**

Options: yes

Description of options:

tranche optionnelle 2023 : 500 000 euros selon possibilité financière de l'interprofession, obtention de financements publics, validation des besoins compte-tenu de l'évolution possible du contexte

#### **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 cofinancement par des fonds communautaires. Franceagrimer est l'organisme chargé de ce programme

#### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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 085-219914](#)

#### **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

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A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

16/09/2021

##### V.2.2. Information about tenders

Number of tenders received: 1

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

##### V.2.3. Name and address of the contractor

Official name: sopexa usa

Postal address: 250 Hudson Street - suite 706

Town: New York Ny

NUTS code: FRK Auvergne-Rhône-Alpes

Postal code: 10013

Country: France

The contractor is an SME: no

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

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

##### V.2.5. Information about subcontracting

### Section VI: Complementary information

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#### VI.3. Additional information

#### VI.4. Procedures for review

##### VI.4.1. Review body

Official name: inter beaujolais - service export

Postal address: 210 Boulevard Victor Vermorel - cS 30317

Town: Villefranche-sur-Saone Cedex

Postal code: 69661

Country: France

##### VI.5. Date of dispatch of this notice

28/09/2021