

503073-2026 - Competition

France – Marketing services – CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

OJ S 138/2026 21/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Association Inter Rhône

Email: financement@inter-rhone.com

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

Description: CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

Procedure identifier: f6dc7de9-c6ec-4e42-a515-1ab796fa3679

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Canada

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 654 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 5

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 5

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

4. Group of lots

4.1. Group of lots: GLO-0001

Lots included: LOT-0001, LOT-0002, LOT-0003, LOT-0004, LOT-0005

Title: CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

Description: CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

Internal identifier: CANADA - Programme de promotion des appellations de la Vallée du Rhône auprès des professionnels, médias et consommateurs 2027 & 2028

4.1.1. Value

Estimated value excluding VAT: 654 000,00 EUR

4.1.2. General information

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5. Lot

5.1. Lot: LOT-0001

Title: Campagne de communication et achats médias

Description: Campagne de communication et achats médias

Internal identifier: 1

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: Canada

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.5. Value

Estimated value excluding VAT: 140 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Further details of EU funds: Mesure de promotion des vins sur les pays tiers pour la programmation 2023 - 2027 en application de l'article 58 du règlement UE 2021/2115

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: www.marcheonline.com

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.marcheonline.com

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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

Mediation organisation: TRIBUNAL AVIGNON

Review organisation: TRIBUNAL AVIGNON

Information about review deadlines: TRIBUNAL AVIGNON

Organisation providing more information on the review procedures: TRIBUNAL AVIGNON

5.1. Lot: LOT-0002

Title: Tournée événementielle et animation circuit de distribution

Description: Tournée événementielle et animation circuit de distribution

Internal identifier: 2

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: Canada

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.5. Value

Estimated value excluding VAT: 160 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Further details of EU funds: Mesure de promotion des vins sur les pays tiers pour la programmation 2023 - 2027 en application de l'article 58 du règlement UE 2021/2115

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: www.marcheonline.com

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.marcheonline.com

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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

Mediation organisation: TRIBUNAL AVIGNON

Review organisation: TRIBUNAL AVIGNON

Information about review deadlines: TRIBUNAL AVIGNON

Organisation providing more information on the review procedures: TRIBUNAL AVIGNON

5.1. Lot: LOT-0003

Title: Rhône in White

Description: Rhône in White

Internal identifier: 3

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: Canada

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.5. Value

Estimated value excluding VAT: 170 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Further details of EU funds: Mesure de promotion des vins sur les pays tiers pour la programmation 2023 - 2027 en application de l'article 58 du règlement UE 2021/2115

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: www.marcheonline.com

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.marcheonline.com

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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

Mediation organisation: TRIBUNAL AVIGNON

Review organisation: TRIBUNAL AVIGNON

Information about review deadlines: TRIBUNAL AVIGNON

Organisation providing more information on the review procedures: TRIBUNAL AVIGNON

5.1. Lot: LOT-0004

Title: Prescription professionnels Saint Joseph

Description: Prescription professionnels Saint Joseph

Internal identifier: 4

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: Canada

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.5. Value

Estimated value excluding VAT: 80 000,00 EUR

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Further details of EU funds: Mesure de promotion des vins sur les pays tiers pour la programmation 2023 - 2027 en application de l'article 58 du règlement UE 2021/2115

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: www.marcheonline.com

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: www.marcheonline.com

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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

Mediation organisation: TRIBUNAL AVIGNON

Review organisation: TRIBUNAL AVIGNON

Information about review deadlines: TRIBUNAL AVIGNON

Organisation providing more information on the review procedures: TRIBUNAL AVIGNON

5.1. Lot: LOT-0005

Title: Relations presse

Description: Relations presse

Internal identifier: 5

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: Canada

Anywhere in the given country

5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 31/12/2028

5.1.5. Value

Estimated value excluding VAT: 104 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

Information about European Union funds:

EU funds programme: European Agricultural Guarantee Fund (EAGF) (2021/2027)

Further details of EU funds: Mesure de promotion des vins sur les pays tiers pour la programmation 2023 - 2027 en application de l'article 58 du règlement UE 2021/2115

The procurement is covered by the Government Procurement Agreement (GPA): yes
This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: www.marcheonline.com

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.marcheonline.com

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 14/09/2026 12:00:00 (UTC+02:00) Eastern European Time,
Central European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered
employment programmes: No

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

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

Mediation organisation: TRIBUNAL AVIGNON

Review organisation: TRIBUNAL AVIGNON

Information about review deadlines: TRIBUNAL AVIGNON

Organisation providing more information on the review procedures: TRIBUNAL AVIGNON

8. Organisations

8.1. ORG-0001

Official name: Association Inter Rhône

Registration number: 78320400100029

Postal address: 6 rue des trois faucons

Town: Avignon

Postcode: 84000

Country subdivision (NUTS): Vaucluse (FRL06)

Country: France

Contact point: M GENTILLON DORIAN - Directeur Administratif et financier

Email: financement@inter-rhone.com

Telephone: 04 90 27 24 00

Information exchange endpoint (URL): https://api.publication.marchesonline.com/externe/apc-consultation-access?consultation_id=4038821

Roles of this organisation:

Buyer

Central purchasing body acquiring supplies and/or services intended for other buyers

Procurement service provider

8.1. ORG-0002

Official name: TRIBUNAL AVIGNON

Registration number: 17300111600222

Town: AVIGNON

Postcode: 84000

Country subdivision (NUTS): Vaucluse (FRL06)

Country: France

Email: financement@inter-rhone.com

Telephone: 0490272400

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Notice information

Notice identifier/version: 58fc82a5-2b77-4602-975d-260ad1a327df - 01

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