

**France-Avignon: Promotional services**  
**OJ S 246/2019 20/12/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Inter Rhône

National registration number: FR

Postal address: 6 rue Des Trois Faucons, CS 90513

Town: Avignon

NUTS code: FR France

Postal code: 84024

Country: France

E-mail: [atroin@inter-rhone.com](mailto: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](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: Agriculture

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**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 aux USA pour 2020

**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 aux USA pour 2020.

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 908 000,00 EUR

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

#### **II.2.1. Title**

Prescription professionnelle pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020

Lot No: 1

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Prescription professionnelle pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020.

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 30

Quality criterion - Name: Équipe / Weighting: 30

Cost criterion - Name: Respect du budget / Weighting: 15

#### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

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

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

#### **II.2.1. Title**

Développer l'attractivité de l'AOC Costières de Nîmes et Lubéron au travers d'un voyage d'acheteurs de groupes de restauration/importateurs américains en région pour l'année 2020

Lot No: 2

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Développer l'attractivité de l'AOC Costières de Nîmes et Lubéron au travers d'un voyage d'acheteurs de groupes de restauration/importateurs américains en région pour l'année 2020.

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 30

Quality criterion - Name: Équipe / Weighting: 30

Cost criterion - Name: Respect du budget / Weighting: 15

### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

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

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

##### **II.2.1. Title**

Engager les consommateurs pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020

Lot No: 3

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Engager les consommateurs pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020.

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 30

Quality criterion - Name: Équipe / Weighting: 30

Cost criterion - Name: Respect du budget / Weighting: 15

### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

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

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

### **II.2.1. Title**

Convertir les consommateurs aux vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020  
Lot No: 4

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Convertir les consommateurs aux vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020.

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 30

Quality criterion - Name: Équipe / Weighting: 30

Cost criterion - Name: Respect du budget / Weighting: 15

### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

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

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

### **II.2.1. Title**

Comment bâtir un contenu de formation attractif et engageant pour l'AOC Ventoux sur un grand salon d'amateurs de vins aux USA pour l'année 2020  
Lot No: 5

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Comment bâtir un contenu de formation attractif et engageant pour l'AOC Ventoux sur un grand salon d'amateurs de vins aux USA pour l'année 2020.

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

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels / Weighting: 30

Quality criterion - Name: Équipe / Weighting: 30

Cost criterion - Name: Respect du budget / Weighting: 15

#### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

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

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

###### **II.2.1. Title**

Stratégie d'influence pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020.

Lot No: 6

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

79342200 Promotional services

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

NUTS code: 00 Other or Not Specified

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

Stratégie d'influence pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020.

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

Quality criterion - Name: Pertinence de l'analyse du contexte / Weighting: 15

Quality criterion - Name: Pertinence de la stratégie proposée / Weighting: 45

Quality criterion - Name: Équipe: / Weighting: 25

Cost criterion - Name: Prix global / Weighting: 15

#### **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: Opérations de promotion des vins sur les marchés des pays tiers pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) no1308 /2013

#### **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**

The procurement involves the establishment of a framework agreement

#### **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: [2019/S 144-355022](#)

##### **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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**Contract No:** 1

**Lot No:** 1

**Title:**

Lot n° 1: prescription professionnelle pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

16/12/2019

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

Number of tenders received: 4

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

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

Official name: Euroconsultants

Postal address: 1777 Church Stree — unit B Washington DC 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <https://www.euroconsultants.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 285 000,00 EUR

Total value of the contract/lot: 285 000,00 EUR

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

The contract is likely to be subcontracted

### **Section V: Award of contract**

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**Contract No: 2**

**Lot No: 2**

**Title:**

Lot n° 2: développer l'attractivité de l'AOC Costières de Nîmes et Lubéron au travers d'un voyage d'acheteurs de groupes de restauration/importateurs américains en région pour l'année 2020

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/12/2019

**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: Euroconsultants

Postal address: 1777 Church Street — unit B Washington DC 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <https://www.euroconsultants.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 30 000,00 EUR

Total value of the contract/lot: 30 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section V: Award of contract**

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**Contract No: 3**

**Lot No: 3**

**Title:**

Lot n° 3: engager les consommateurs pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/12/2019

**V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: Favoreat

Postal address: 174 Broadway Ave 11211 Brooklyn New York USA

Town: Brooklyn

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://favoreatdesign.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 245 000,00 EUR

Total value of the contract/lot: 245 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 4

**Title:**

Lot n° 4: convertir les consommateurs aux les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour l'année 2020

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/12/2019

**V.2.2. Information about tenders**

Number of tenders received: 5

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

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

Official name: Euroconsultants

Postal address: 1777 Church Street — unit B Washington DC 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Postal code: 20036

Country: France

Internet address: <https://euroconsultants.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 EUR

**V.2.5.**

## Information about subcontracting

The contract is likely to be subcontracted

### Section V: Award of contract

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**Contract No:** 5

**Lot No:** 5

**Title:**

Lot n° 5: comment bâtir un contenu de formation attractif et engageant pour l'AOC Ventoux sur un grand salon d'amateurs de vins aux USA pour l'année 2020

A contract/lot is awarded: yes

#### V.2. Award of contract

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

16/12/2019

##### 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: Euroconsultants

Postal address: 1777 Church Street — unit B Washington DC 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Postal code: 20036

Country: France

Internet address: <https://euroconsultants.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 15 000,00 EUR

Total value of the contract/lot: 15 000,00 EUR

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

The contract is likely to be subcontracted

### Section V: Award of contract

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**Contract No:** 6

**Lot No:** 6

**Title:**

Lot n° 6: stratégie d'influence pour les AOC des vignobles de la vallée du Rhône aux USA pour l'année 2020

A contract/lot is awarded: yes

#### V.2. Award of contract

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

16/12/2019

**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: Teuwen Communication

Postal address: 133 west 25th street 4 W New York NY 10001

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://teuwen.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 133 000,00 EUR

Total value of the contract/lot: 133 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section VI: Complementary information**

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**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

Internet address: <https://www.justice.gouv.fr>

**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**

19/12/2019

