

France-Avignon: Promotional services
OJ S 241/2022 14/12/2022
Contract award 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 490272400

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.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 vins AOC des vignobles de la Vallée du Rhône aux USA

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 vins AOC des vignobles de la Vallée du Rhône aux USA pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 3 462 000,00 EUR

II.2. Description

II.2.1. Title

Maximiser la diffusion des vins sur un marché cible au grand export

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Maximiser la diffusion des vins sur un marché cible au grand export pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

Communication et Formations des professionnels aux AOC de la Vallée du Rhône

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Communication et Formations des professionnels aux AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024(tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

Evènement auprès des professionnels pour l'AOC Gigondas
Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Evènement auprès des professionnels pour l'AOC Gigondas pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

Communication Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages
Lot No: 4

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Communication Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

Evènements Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages
Lot No: 5

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Evènements Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

Communication et évènement Pro et Grand Public pour l'AOC Crozes-Hermitage
Lot No: 6

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

Communication et évènement Pro et Grand Public pour l'AOC Crozes-Hermitage pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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

RP et stratégie d'influence
Lot No: 7

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: US United States

II.2.4. Description of the procurement

RP et stratégie d'influence pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 20

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 10

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: 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 140-399395](#)

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 n° 1 : Maximiser la diffusion des vins sur un marché cible au grand export pour les AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

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: EUROCONSULTANTS INC

Postal address: 1777 Church Street NW Unit B Washington DC 20023

Town: Washington

NUTS code: US United States

Country: United States

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 484 000,00 EUR

Total value of the contract/lot: 484 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 2

Title:

Lot n° 2 : Communication et Formations des professionnels aux AOC de la Vallée du Rhône pour les années 2023 (tranche ferme) et 2024(tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

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 INC

Postal address: 1777 Church Street NW Unit B Washington DC 20023

Town: Washington

NUTS code: US United States

Country: United States

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 600 000,00 EUR

Total value of the contract/lot: 1 600 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 3

Title:

Lot n° 3 : Evènement auprès des professionnels pour l'AOC Gigondas pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

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: Colangelo&Partners public relations

Postal address: LLC 55 west 39th street 5th floor NY 10018 USA LLC 55 west 39th street 5th floor NY 10018 USA

Town: New york

NUTS code: US United States

Country: United States

Internet address: <https://www.colangelopr.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: 100 000,00 EUR

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

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 4

Title:

Lot n° 4 : Communication Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/12/2022

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: FAVOREAT

Postal address: 174 Broadway Ave 11211 Brooklyn

Town: New York

NUTS code: US United States

Country: United States

Internet address: <https://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: 575 000,00 EUR

Total value of the contract/lot: 575 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 5

Title:

Lot n° 5 : Evènements Grand Public pour les AOC Côtes du Rhône & Côtes du Rhône Villages pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

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 INC

Postal address: 1777 Church Street NW Unit B Wahington DC 20023 1777 Church Street NW
Unit B Wahington DC 20023

Town: WASHINGTON

NUTS code: US United States

Country: United States

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 150 000,00 EUR

Total value of the contract/lot: 150 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 6**Title:**

Lot n° 6: Communication et évènement Pro et Grand Public pour l'AOC Crozes-Hermitage pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

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

01/12/2022

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: Clair de Lune SARL

Postal address: 12 Rue Saint Polycarpe 69002 Lyon

Town: LYON

NUTS code: FR France

Postal code: 69002

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 170 000,00 EUR

Total value of the contract/lot: 170 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Lot No: 7

Title:

Lot n° 7 : RP et stratégie d'influence pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/12/2022

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: Colangelo&Partners public relations LLC

Postal address: 55 west 39th street 5th floor NY 10018 USA

Town: New york

NUTS code: US United States

Country: United States

Internet address: <https://www.colangelopr.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: 383 000,00 EUR

Total value of the contract/lot: 383 000,00 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

Internet address: <https://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

09/12/2022