

313541-2026 - Licitación

Alemania – Servicios de publicidad y de marketing – Organisation of a Marketing Programme for German Wine in USA

OJ S 88/2026 07/05/2026

Anuncio de contrato o de concesión. Régimen normal

Servicios

1. Comprador

1.1. Comprador

Denominación oficial: Deutsches Weininstitut GmbH

Correo electrónico: vergabe@deutscheweine.de

Naturaleza jurídica del comprador: Empresa pública bajo el control de una autoridad estatal

Actividad del poder adjudicador: Asuntos económicos

2. Procedimiento

2.1. Procedimiento

Título: Organisation of a Marketing Programme for German Wine in USA

Descripción: The international activities of the DWI to promote the sale of quality wines from the 13 German wine-growing regions are also focused overseas, including USA. In order to gain a market presence in the USA for the years 2027-2032, the strategy includes raising the interest of consumers for German wines and increasing or consolidating sales of German wine products in this country. To establish this market presence a Service Provider shall exercise consistent marketing and public relations work through multi-channel activities and provide information on German wines, German wine and sparkling wine producers and related topics relevant to the market.

Identificador del procedimiento: abbbc9ac-90cd-49fb-9f63-d6db16f82837

Identificador interno: DWI 2026-10

Tipo de procedimiento: Negociado con publicación previa de un anuncio de licitación / licitación con negociación

El procedimiento está acelerado: no

2.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79340000 Servicios de publicidad y de marketing

2.1.2. Lugar de ejecución

País: Estados Unidos

En cualquier parte de un país dado

2.1.3. Valor

Valor estimado, IVA excluido: 2 580 000,00 EUR

Valor máximo del acuerdo marco: 4 128 000,00 EUR

2.1.4. Información general

Información complementaria: #Bekanntmachungs-ID: CXP4YWSMNPL#

Base jurídica:

Directiva 2014/24/UE

2.1.6. Motivos de exclusión

Fuentes de los motivos de exclusión: Anuncio

Incumplimiento de obligaciones basadas en motivos de exclusión puramente nacionales:

Participación en una organización delictiva: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Delitos de terrorismo o delitos ligados a las actividades terroristas: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Blanqueo de capitales o financiación del terrorismo: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Fraude: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Corrupción: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Trabajo infantil y otras formas de trata de seres humanos: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Incumplimiento de la obligación de pago de impuestos: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Incumplimiento de la obligación de pago de cotizaciones a la seguridad social: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Incumplimiento de obligaciones en materia de Derecho medioambiental: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Incumplimiento de obligaciones en materia de Derecho social: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Incumplimiento de obligaciones en materia de Derecho laboral: Self declaration in accordance with sections 123, 124 GWB (German Act against Restraints of Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibility and/or subcontractors.

Insolvencia: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Activos que están siendo administrados por un liquidador: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Las actividades empresariales han sido suspendidas: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and /or a loan of eligibilty and/or subcontractors.

Situación análoga a la quiebra con arreglo al Derecho nacional: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Falta profesional grave: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Acuerdos con otros operadores económicos destinados a falsear la competencia: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Conflicto de intereses debido a su participación en el procedimiento de contratación: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Participación, directa o indirecta, en la preparación del presente procedimiento de contratación : Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Rescisión anticipada, imposición de daños y perjuicios u otras sanciones comparables: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

Declaración falsa, ocultación de información, incapacidad de presentar los documentos exigidos u obtención de información confidencial del presente procedimiento: Self delcatration in accordance with sections 123, 124 GWB (German Act against Restraints od Competition). The self declaration must be submitted and signed by every member involved in case of a bidding consortium and/or a loan of eligibilty and/or subcontractors.

5. Lote

5.1. Lote: LOT-0001

Título: Organisation of a Marketing Programme for German Wine in USA

Descripción: The Service Provider shall routinely perform the following tasks as basic services at a monthly fixed price including all external costs: 1. The Service Provider shall ensure an appropriate infrastructure for the completion of his contractual obligations. This consists of an office / offices in the U.S. of America fully equipped with all the common means and channels

of modern communication. The normal business and availability hours shall be made public and adhered to by the Service Provider.

2. General Basic Services The Service Provider shall perform the following tasks as General Basic Services:

- a) Basic Information Service and Correspondence - Particularly regarding exporters, agents, supermarkets, specialist retailers, catering trade, media and consumers - Consulting service for German wine and sparkling wine producers for entering or already working on the US market - Creation and maintenance of a network of important and relevant contacts and multipliers in the U.S. of America in order to perform these responsibilities - In correspondence and consultation, alternatives to in-person meetings should be considered, such as virtual meetings.
- b) Retail trade/Catering Trade /Importers/Wine Market - Identifying market potentials, concrete needs and opportunities for cooperation for German wine and sparkling wine producers - Continuous compilation and updating of lists of US wine retailers, agents, distributors, supermarkets, top hotels and selected restaurants (including contact person for wine procurement) - Adaptation of existing promotional material - Distribution and shipment of promotional materials. - Cooperation with potential partners (Sommelier-cooperations, Trade Sponsors, press clubs...) - Attendance at important/influential meetings
- c) Statistics/Market Research/Marketing Strategy for the U.S. of America - Development of an appropriate marketing strategy for the generic marketing of the Wines of Germany office in the U.S. of America corresponding to the market situation and in line with the general strategy of DWI - Transmission of statistics/market research - Continuous transmission of statistics in relation to the use of social media (number of followers, etc.) - Quarterly report on general activities.
- d) Other Basic Services - Storage of POS material and banners - Attendance of an annual meeting of all Wines of Germany offices in Germany by the team leader/Head of Campaign (about 4 days)

3. Basic Public Relation Services The Service Provider shall perform the following tasks as Basic Public Relation Services at a monthly fixed price including all external costs (including, but not limited to, subscriptions to relevant magazines or journals):

- Continuous monitoring of the US media landscape
- Expert point of contact for media representatives
- Regular summary of current media clippings (TV, print and internet)
- Reports on the current situation and changes in politics and the wine sector
- Creation and distribution of generic press releases related to the DWI or German wine in general
- Creation and distribution of basic information publications related to the DWI or German wine in general.

4. Basic Internet and Social Media Services The Service Provider shall perform the following tasks as Basic Internet and Social Media Services at a monthly fixed price including all external costs (including, but not limited to, language adaptations if required -see the "Important Notice" below):

- a) Website maintenance - The existing website available under <https://germanwineusa.com/> shall be maintained, regularly updated, and further developed. They shall be the central point of contact and information and shall be linked to all other social media channels in connection with the campaign. They shall contain all events and press releases as well as information on German wines in the USA - All content management shall be provided by the bidder, while the DWI shall provide an already existing Open Source Typo3 Content Management System (CMS) and host the required server. If necessary, the Service Provider will get an introduction for the Typo 3 CMS. It will be mandatory for the bidder to work within the CMS of the DWI. - The regular content creation as well as the content adaption and maintenance of the website about German wines are mandatory. In the case that new templates are needed the bidder shall ensure that the created content by the bidder or any third party is in line with the CI and CD of the DWI. This refers to any possible technical implementation of suitable templates, extensions, plugins, etc. including new content. The bidder shall ensure that the content of the websites is checked daily for relevance of data and updated at least weekly.
- b) Internet and Social Media - Content creation and maintenance of all relevant social media networks e.g. Instagram, Facebook, video channels, etc.). Social media channels must be updated at least once a week with unique

content containing added value. 5. Additional Services Upon separate request by the DWI, the Service Provider shall also perform the following tasks as additional services. These additional services will be put forward based on the DWI's general strategy and may vary from year to year depending on budgets defined for the US market. a) Media and Trade Trips to Germany b) Special Press Conferences in Relation to Current Events c) Other Marketing Activities d) Events/Fairs/Presentations

Identificador interno: DWI 2026-10

5.1.1. Finalidad

Naturaleza del contrato: Servicios

Clasificación principal (cpv): 79340000 Servicios de publicidad y de marketing

5.1.2. Lugar de ejecución

País: Estados Unidos

En cualquier parte de un país dado

5.1.3. Duración estimada

Duración: 6 Años

5.1.4. Renovación

Número máximo de renovaciones: 5

Más información sobre renovaciones: The term of the tender agreement commences on 1st January 2027 and shall expire on 31 December 2027 (which concludes one year). The contract will subsequently be extended five times for successive one-year periods unless it is terminated by either the DWI or the Service Provider by giving at least three months' written notice of termination. The maximum term for this tender agreement is six years. Accordingly, the tender agreement shall expire no later than 31st December 2032.

5.1.6. Información general

Participación reservada:

La participación no está reservada.

Proyecto de contratación pública financiado total o parcialmente con fondos de la UE

La contratación pública está cubierta por el Acuerdo sobre Contratación Pública (ACP): no

Esta contratación también es adecuada para las pequeñas y medianas empresas (pymes): no

5.1.7. Contratación estratégica

Objetivo de la contratación estratégica: Ninguna contratación estratégica

5.1.9. Criterios de selección

Fuentes de los criterios de selección: Anuncio

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: Company presentation attachement

Criterio: Seguro de indemnización por riesgos profesionales

Descripción del criterio de selección: Self-declaration confirming professional/commercial liability insurance with a coverage of at least 1.000,000.00EUR for each of personal injury and 200,000.00 EUR for each of property damage, or a declaration that such insurance will be obtained prior to the commencement of the contract.

Criterio: Volumen de negocios anual general

Descripción del criterio de selección: The annual turnover of each of the last three completed business years shall amount to a minimum of 500,000.00 EUR. If a bidder's annual turnover is lower than the minimum, its request to participate will not be considered.

Criterio: Referencias sobre servicios específicos

Descripción del criterio de selección: Self-declaration confirming that the bidder has an active network of multipliers in trade and gastronomy in the wine/food/beverage sector as well as contacts to trade and public media in the U.S. of America.

Criterio: Referencias sobre servicios específicos

Descripción del criterio de selección: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

Los criterios se utilizarán para seleccionar a los candidatos que serán invitados a la segunda fase del procedimiento

Ponderación (porcentaje, centro de un intervalo): 35,00

Criterio: Referencias sobre servicios específicos

Descripción del criterio de selección: Provide an appropriate references from contracts performed in the past of major services provided in the last five years - calculated from the date of publication of this notice. The reference must cover several different marketing and PR activities for a client, with the "gastronomy and trade" sector in the U.S. of America as target group.

Los criterios se utilizarán para seleccionar a los candidatos que serán invitados a la segunda fase del procedimiento

Ponderación (porcentaje, centro de un intervalo): 35,00

Criterio: Referencias sobre servicios específicos

Descripción del criterio de selección: Qualification of the team leader/Head of Campaign /project team:Self-declaration about the Staff or technical bodies that are planned to be involved in the provision of the services, regardless of whether they form part of the undertaking or not, in particular those staff members or bodies that will be responsible for quality control.

Los criterios se utilizarán para seleccionar a los candidatos que serán invitados a la segunda fase del procedimiento

Ponderación (porcentaje, centro de un intervalo): 30,00

Criterio: Medidas para garantizar la calidad

Descripción del criterio de selección: Self-certify the knowledge of the required languages: Head of Campaign: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2). Project team: English as native language or excellent English language skills with the ability to discuss business subjects including marketing, sales, and product management in English (language level C2).

Criterio: Otros requisitos económicos o financieros

Descripción del criterio de selección: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Criterio: Autorización o pertenencia a una organización particular necesaria para contratos de servicios

Descripción del criterio de selección: Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Información sobre la segunda fase de un procedimiento de dos fases:

Número mínimo de candidatos que serán invitados a la segunda fase del procedimiento: 3

Número máximo de candidatos que serán invitados a la segunda fase del procedimiento: 3

El procedimiento se desarrollará en fases sucesivas. En cada fase, pueden eliminarse algunos participantes

El comprador se reserva el derecho de adjudicar el contrato sobre la base de las ofertas iniciales sin necesidad de más negociaciones

5.1.10. Criterios de adjudicación

Criterio:

Tipo: Precio

Nombre: Price

Descripción: Average price for one estimated year in the period Jan.2027-Dec.2032

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 32,5

Criterio:

Tipo: Calidad

Nombre: Implementation concept

Descripción: Implementation concept table top presentation

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 7,5

Criterio:

Tipo: Calidad

Nombre: Conceptual idea

Descripción: Conceptual idea

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 12,5

Criterio:

Tipo: Calidad

Nombre: Marketing Strategy

Descripción: Marketing Strategy (incl. social media) for the U.S. of America

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 7,5

Criterio:

Tipo: Calidad

Nombre: Presentation

Descripción: makeup and structure of content

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 5

Criterio:

Tipo: Calidad

Nombre: Presentation

Descripción: Comprehensibility of the presented contents

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 5

Criterio:

Tipo: Calidad

Nombre: Presentation

Descripción: Overall impression of the presentation

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 10

Criterio:

Tipo: Calidad

Nombre: Sustainability

Descripción: Sustainability Plan

Categoría del criterio de adjudicación de peso: Ponderación (porcentaje, exacto)

Criterio de adjudicación: número: 20

5.1.11. Pliegos de contratación

Lenguas en las que los pliegos de contratación están disponibles oficialmente: inglés

Plazo para solicitar información complementaria: 01/06/2026 23:59:59 (UTC+02:00) Hora de Europa Oriental, hora de verano de Europa Central

Dirección de los pliegos de contratación: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL/documents>

Canal de comunicación ad hoc:

Dirección web: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

5.1.12. Condiciones de la contratación pública**Condiciones del procedimiento:**

Fecha estimada de envío de las invitaciones a presentar ofertas: 12/06/2026

Condiciones de presentación:

Presentación electrónica: Obligatoria

Dirección para la presentación: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

Lenguas en las que pueden presentarse las ofertas o solicitudes de participación: alemán, inglés

Catálogo electrónico: No autorizada

Variantes: No autorizada

Los licitadores pueden presentar más de una oferta: No autorizada

Plazo de recepción de solicitudes de participación: 08/06/2026 11:00:00 (UTC+02:00) Hora de Europa Oriental, hora de verano de Europa Central

Información que puede completarse finalizado el plazo de presentación:

A discreción del comprador, podrán presentarse posteriormente algunos de los documentos relacionados con el licitador que falten.

Información complementaria: The DWI may, but is not obliged to, request candidates /tenderers to submit missing undertaking-related documentation or to clarify incomplete undertaking-related documentation, including but not limited to self-declarations, information, certificates or other means of proof within an appropriate time limit set by the DWI and in compliance with the principles of transparency and equal treatment.

Condiciones del contrato:

La ejecución del contrato debe realizarse en el marco de programas de empleo protegido: No

Condiciones relativas a la ejecución del contrato: It is a special condition relating to the performance of this contract that the applicants, members of bidding consortia and subcontractors have to declare the absence of a conflict of interest. A conflict of interest exists, in particular, for a (single) commercial importer/wholesaler of (German) wine. Due to the DWI's legal mandate and the European framework (Regulation (EU) No 1308/2013, No 2021/2117

and Notification SA.54935 (2019/N), DWI may only carry out non-competitive worldwide marketing activities in cooperation with German producers. Therefore, any measures that are taken have to basically benefit all (wine) producers of the (wine) product type concerned. In case of bidding consortia, a self-declaration is required from each individual member of the consortium. Any applicant, member of a bidding consortium or sub-contractor not submitting this declaration will be excluded from further participation

Facturación electrónica: Obligatoria

Se utilizarán pedidos electrónicos: no

Se utilizará el pago electrónico: no

5.1.15. Técnicas

Acuerdo marco:

Acuerdo marco sin convocatoria de nueva licitación

Número máximo de participantes: 1

Justificación de la duración del acuerdo marco: The German Wine Institute has been working with foreign agencies for over 30 years. These agencies act as official representatives of the German Wine Institute. The target group consists of German wine producers, the media, the gastronomy and trade sector including end consumers in the respective target countries. The experience of over 30 years has shown, that it takes at least three years for an agency to develop a sufficient network of members of the aforementioned target group. From a marketing perspective it has been proven, that the initial investments made only start to amortize after this point in time. From this point on, after having built the network with the media and the gastronomy and trade sector and the mentioned representation is achieved, agency services start to become effective in a marketing sense, which enables the agencies to place marketing strategies and goals in an efficient way. The necessary investment volume on both sides, on the service provider's and client's side, is considered a recognized reason to deviate from the standard term of four (4) years for a framework contract by the public procurement jurisdiction.

Información sobre el sistema dinámico de adquisición:

Ningún sistema dinámico de adquisición

5.1.16. Información adicional, mediación y recurso

Organización encargada de los procedimientos de recurso: Vergabekammer des Bundes

Organización que proporciona información adicional sobre el procedimiento de contratación: Deutsches Weininstitut GmbH

Organización que proporciona más información sobre los procedimientos de recurso:

Vergabekammer des Bundes

Organización que recibe solicitudes de participación: Deutsches Weininstitut GmbH

8. Organizaciones

8.1. ORG-0001

Denominación oficial: Deutsches Weininstitut GmbH

Número de registro: 000

Dirección postal: Platz des Weines 2

Localidad: Bodenheim

Código postal: 55294

Subdivisión del país (NUTS): Mainz-Bingen (DEB3J)

País: Alemania

Correo electrónico: vergabe@deutscheweine.de

Teléfono: 000

Dirección de internet: <https://www.deutscheweine.de/>

Funciones de esta organización:

Comprador

Organización que proporciona información adicional sobre el procedimiento de contratación

Organización que recibe solicitudes de participación

8.1. ORG-0002

Denominación oficial: Vergabekammer des Bundes

Número de registro: 000

Dirección postal: Villemombler Straße 76

Localidad: Bonn

Código postal: 53123

Subdivisión del país (NUTS): Bonn, Kreisfreie Stadt (DEA22)

País: Alemania

Teléfono: +49 4922-894990

Fax: +49 4922-89499163

Funciones de esta organización:

Organización encargada de los procedimientos de recurso

Organización que proporciona más información sobre los procedimientos de recurso

8.1. ORG-0003

Denominación oficial: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Número de registro: 0204:994-DOEVD-83

Localidad: Bonn

Código postal: 53119

Subdivisión del país (NUTS): Bonn, Kreisfreie Stadt (DEA22)

País: Alemania

Correo electrónico: noreply.esender_hub@bescha.bund.de

Teléfono: +49228996100

Funciones de esta organización:

TED eSender

Información del anuncio

Identificador/versión del anuncio: b4644509-57e7-4d8b-b1fc-2296d7924535 - 01

Tipo de formulario: Licitación

Tipo de anuncio: Anuncio de contrato o de concesión. Régimen normal

Subtipo de anuncio: 16

Fecha de envío del anuncio: 06/05/2026 14:33:28 (UTC+02:00) Hora de Europa Oriental, hora de verano de Europa Central

Lenguas en las que este anuncio está disponible oficialmente: inglés

Número de publicación del anuncio: 313541-2026

Número de la edición del DO S: 88/2026

Fecha de publicación: 07/05/2026