

313541-2026 - Mise en concurrence

Allemagne – Services de publicité et de marketing – Organisation of a Marketing Programme for German Wine in USA

OJ S 88/2026 07/05/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Deutsches Weininstitut GmbH

Adresse électronique: vergabe@deutscheweine.de

Forme juridique de l'acheteur: Entreprise publique, contrôlée par une autorité publique centrale

Activité du pouvoir adjudicateur: Affaires économiques

2. Procédure

2.1. Procédure

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

Description: 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.

Identifiant de la procédure: abbbc9ac-90cd-49fb-9f63-d6db16f82837

Identifiant interne: DWI 2026-10

Type de procédure: Négociée avec publication préalable d'un appel à la concurrence / concurrentielle avec négociation

La procédure est accélérée: non

2.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

2.1.2. Lieu d'exécution

Pays: États-Unis

N'importe où dans le pays donné

2.1.3. Valeur

Valeur estimée hors TVA: 2 580 000,00 EUR

Valeur maximale de l'accord-cadre: 4 128 000,00 EUR

2.1.4. Informations générales

Informations complémentaires: #Bekanntmachungs-ID: CXP4YWSMNPL#

Base juridique:

Directive 2014/24/UE

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Avis

Manquement à des obligations liées à des motifs d'exclusion purement nationaux:

Participation à une organisation criminelle: 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.

Infractions terroristes ou infractions liées aux activités terroristes: 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.

Blanchiment de capitaux ou financement du terrorisme: 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.

Corruption: 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.

Travail des enfants et autres formes de traite des êtres humains: 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.

Manquement à l'obligation relative au paiement d'impôts et taxes: 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.

Manquement à l'obligation relative au paiement de cotisations de sécurité sociale: 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.

Manquement aux obligations dans le domaine du droit environnemental: 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.

Manquement aux obligations dans le domaine du droit 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.

Manquement aux obligations dans le domaine du droit du travail: 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.

Insolvabilité: 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.

Biens administrés par un liquidateur: 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.

État de cessation d'activités: 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.

Situation analogue à la faillite prévue dans la législation nationale: 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.

Faute professionnelle 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.

Accords avec d'autres opérateurs économiques en vue de fausser la concurrence: 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.

Conflit d'intérêt créé par sa participation à la procédure de passation de marché: 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.

Association directe ou indirecte à la préparation de cette procédure de passation de marché: 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.

Résiliation, dommages et intérêts ou autres sanctions 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.

Faussees déclarations, dissimulation d'informations, incapacité de présenter les documents requis ou obtention d'informations confidentielles sur cette procédure: 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. Lot

5.1. Lot: LOT-0001

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

Description: 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

Identifiant interne: DWI 2026-10

5.1.1. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

5.1.2. Lieu d'exécution

Pays: États-Unis

N'importe où dans le pays donné

5.1.3. Durée estimée

Durée: 6 Ans

5.1.4. Reconduction

Nombre maximum de reconductions: 5

Autres informations sur le renouvellement: 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. Informations générales

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché financé en totalité ou en partie par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): non

Le marché en question convient aussi aux petites et moyennes entreprises (PME): non

5.1.7. Marché public stratégique

Objectif du marché public stratégique: Pas de passation de marché stratégique

5.1.9. Critères de sélection

Sources des critères de sélection: Avis

Critère: Autres exigences économiques ou financières

Description du critère de sélection: Company presentation attachment

Critère: Assurance responsabilité professionnelle pour les risques

Description du critère de sélection: 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.

Critère: Chiffre d'affaires annuel général

Description du critère de sélection: 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.

Critère: Références sur des services spécifiés

Description du critère de sélection: 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.

Critère: Références sur des services spécifiés

Description du critère de sélection: 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.

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Pondération (pourcentage, milieu d'une fourchette): 35,00

Critère: Références sur des services spécifiés

Description du critère de sélection: 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.

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Pondération (pourcentage, milieu d'une fourchette): 35,00

Critère: Références sur des services spécifiés

Description du critère de sélection: 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.

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Pondération (pourcentage, milieu d'une fourchette): 30,00

Critère: Mesures pour garantir la qualité

Description du critère de sélection: 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).

Critère: Autres exigences économiques ou financières

Description du critère de sélection: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Critère: Autorisation ou adhésion à une organisation particulière nécessaire pour les contrats de services

Description du critère de sélection: Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Informations sur la seconde étape d'une procédure en deux étapes:

Nombre minimal de candidats à inviter pour la seconde étape de la procédure: 3

Nombre maximal de candidats à inviter pour la seconde étape de la procédure: 3

La procédure se déroulera en plusieurs étapes. À chaque étape, certains candidats peuvent être éliminés

L'acheteur se réserve le droit d'attribuer le marché sur la base des offres initiales sans mener de négociations

5.1.10. Critères d'attribution

Critère:

Type: Prix

Nom: Price

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

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 32,5

Critère:

Type: Qualité

Nom: Implementation concept

Description: Implementation concept table top presentation

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 7,5

Critère:

Type: Qualité

Nom: Conceptual idea

Description: Conceptual idea

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 12,5

Critère:

Type: Qualité

Nom: Marketing Strategy

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

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 7,5

Critère:

Type: Qualité

Nom: Presentation

Description: makeup and structure of content

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 5

Critère:

Type: Qualité

Nom: Presentation

Description: Comprehensibility of the presented contents

Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)

Nombre critère d'attribution: 5

Critère:

Type: Qualité
Nom: Presentation
Description: Overall impression of the presentation
Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)
Nombre critère d'attribution: 10
Critère:
Type: Qualité
Nom: Sustainability
Description: Sustainability Plan
Catégorie du critère d'attribution poids: Pondération (pourcentage, valeur exacte)
Nombre critère d'attribution: 20

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: anglais
Date limite de demande d'informations complémentaires: 01/06/2026 23:59:59 (UTC+02:00)
Heure de l'Europe orientale, heure d'été de l'Europe centrale
Adresse des documents de marché: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL/documents>
Canal de communication ad hoc:
URL: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

5.1.12. Conditions du marché public

Conditions de la procédure:

Date d'envoi estimée des invitations à soumissionner: 12/06/2026

Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: allemand, anglais

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Les soumissionnaires peuvent présenter plusieurs offres: Non autorisée

Date limite de réception des demandes de participation/candidatures: 08/06/2026 11:00:00 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

Informations qui peuvent être complétées après la date limite de réception des offres:

À la discrétion de l'acheteur, certains documents manquants relatifs au soumissionnaire peuvent être transmis ultérieurement.

Informations complémentaires: 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.

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Conditions relatives à l'exécution du contrat: 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

Facturation électronique: Requisite

La commande en ligne sera utilisée: non

Le paiement électronique sera utilisé: non

5.1.15. Techniques

Accord-cadre:

Accord-cadre, sans remise en concurrence

Nombre maximal de candidats: 1

Justification de la durée de l'accord-cadre: 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.

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: Vergabekammer des Bundes

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché: Deutsches Weininstitut GmbH

Organisation qui fournit des précisions concernant l'introduction des recours: Vergabekammer des Bundes

Organisation qui reçoit les demandes de participation/candidatures: Deutsches Weininstitut GmbH

8. Organisations

8.1. ORG-0001

Nom officiel: Deutsches Weininstitut GmbH

Numéro d'enregistrement: 000

Adresse postale: Platz des Weines 2

Ville: Bodenheim

Code postal: 55294

Subdivision pays (NUTS): Mainz-Bingen (DEB3J)

Pays: Allemagne

Adresse électronique: vergabe@deutscheweine.de

Téléphone: 000

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

Rôles de cette organisation:

Acheteur

Organisation qui fournit des informations complémentaires sur la procédure de passation de marché

Organisation qui reçoit les demandes de participation/candidatures

8.1. ORG-0002

Nom officiel: Vergabekammer des Bundes

Numéro d'enregistrement: 000

Adresse postale: Villemombler Straße 76

Ville: Bonn

Code postal: 53123

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Téléphone: +49 4922-894990

Télécopieur: +49 4922-89499163

Rôles de cette organisation:

Organisation chargée des procédures de recours

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0003

Nom officiel: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Numéro d'enregistrement: 0204:994-DOEVD-83

Ville: Bonn

Code postal: 53119

Subdivision pays (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Pays: Allemagne

Adresse électronique: noreply.esender_hub@bescha.bund.de

Téléphone: +49228996100

Rôles de cette organisation:

TED eSender

Informations relatives à l'avis

Identifiant/version de l'avis: b4644509-57e7-4d8b-b1fc-2296d7924535 - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 06/05/2026 14:33:28 (UTC+02:00) Heure de l'Europe orientale, heure d'été de l'Europe centrale

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

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