

313541-2026 - Konkurrensetsättning

Tyskland – Reklam och marknadsföring – Organisation of a Marketing Programme for German Wine in USA

OJ S 88/2026 07/05/2026

Meddelande om upphandling eller koncession – standardsystem

Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: Deutsches Weininstitut GmbH

E-postadress: vergabe@deutscheweine.de

Köparens rättsliga status: Offentligt företag som kontrolleras av en statlig myndighet

Den upphandlande myndighetens verksamhet: Ekonomi

2. Förfarande

2.1. Förfarande

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

Beskrivning: 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.

Förfarandets identifierare: abbbc9ac-90cd-49fb-9f63-d6db16f82837

Intern identifierare: DWI 2026-10

Typ av förfarande: Förhandlat förfarande med föregående meddelande om upphandling/under konkurrens

Förfarandet är påskyndat: nej

2.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79340000 Reklam och marknadsföring

2.1.2. Leveransplats

Land: Förenta staterna

Var som helst i det aktuella landet

2.1.3. Värde

Beräknat värde exklusive moms: 2 580 000,00 EUR

Högsta värde för ramavtalet: 4 128 000,00 EUR

2.1.4. Allmänna upplysningar

Kompletterande information: #Bekanntmachungs-ID: CXP4YWSMNPL#

Rättslig grund:

Direktiv 2014/24/EU

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Meddelande

Åsidosättande av skyldigheter som fastställts enligt nationella uteslutningsgrunder:

Deltagande i en kriminell organisation: Self declaration 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.

Terroristbrott eller brott med anknytning till terroristverksamhet: Self declaration 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.

Penningtvätt eller finansiering av terrorism: Self declaration 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.

Bedrägerier: Self declaration 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.

Korruption: Self declaration 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.

Barnarbete och andra former av människohandel: Self declaration 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.

Åsidosättande av skyldigheten att betala skatter: Self declaration 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.

Åsidosättande av skyldigheten att betala sociala avgifter: Self declaration 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.

Åsidosättande av skyldigheter enligt miljölagstiftningen: Self declaration 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.

Åsidosättande av skyldigheter enligt sociallagstiftningen: Self declaration 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.

Åsidosättande av skyldigheter enligt arbetsrätten: Self declaration 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.

Insolvens: 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.

Tvångsförvaltning: 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.

Avbruten näringsverksamhet: 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.

Situation som enligt nationell lagstiftning motsvarar konkurs: 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.

Allvarligt fel i yrkesutövningen: 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.

Avtal med andra ekonomiska aktörer med syfte att snedvrider konkurrensen: 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.

Intressekonflikt på grund av deltagande i upphandlingsförfarandet: 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.

Direkt eller indirekt deltagande i förberedelserna av detta upphandlingsförfarande: 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.

Förtida uppsägning, skadestånd eller andra jämförbara sanktioner: 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.

Har lämnat oriktiga uppgifter, har undanhållit information, kan inte förete de handlingar som krävs eller har tillägnat sig konfidentiell information om förfarandet: 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.

5. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0001

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

Beskrivning: 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

Intern identifierare: DWI 2026-10

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79340000 Reklam och marknadsföring

5.1.2. Leveransplats

Land: Förenta staterna

Var som helst i det aktuella landet

5.1.3. Uppskattad löptid

Varaktighet: 6 År

5.1.4. Förlängning

Högst antal förlängningar: 5

Ytterligare information om förlängningar: 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. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Upphandlingsprojekt som helt eller delvis finansieras med EU-medel

Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA : nej

Upphandlingen är också lämplig för små och medelstora företag: nej

5.1.7. Strategisk upphandling

Syftet med strategisk upphandling: Det tas inte hänsyn till miljö, sociala aspekter eller innovation i upphandlingen

5.1.9. Urvalskriterier

Källor till urvalskriterier: Meddelande

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: Company presentation attachement

Kriterium: Professionell riskindemniseringsförsäkring

Beskrivning av urvalskriterium: 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.

Kriterium: Generell årlig omsättning

Beskrivning av urvalskriterium: 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.

Kriterium: Referenser på angivna tjänster

Beskrivning av urvalskriterium: 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.

Kriterium: Referenser på angivna tjänster

Beskrivning av urvalskriterium: 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.

Kriterierna kommer att användas för att välja anbudssökande som bjuds in att delta i det andra steget i förfarandet

Viktning (procentandel, mitt i intervallet): 35,00

Kriterium: Referenser på angivna tjänster

Beskrivning av urvalskriterium: 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.

Kriterierna kommer att användas för att välja anbudssökande som bjuds in att delta i det andra steget i förfarandet

Viktning (procentandel, mitt i intervallet): 35,00

Kriterium: Referenser på angivna tjänster

Beskrivning av urvalskriterium: 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.

Kriterierna kommer att användas för att välja anbudssökande som bjuds in att delta i det andra steget i förfarandet

Viktning (procentandel, mitt i intervallet): 30,00

Kriterium: Åtgärder för att säkerställa kvaliteten

Beskrivning av urvalskriterium: 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).

Kriterium: Andra ekonomiska eller finansiella krav

Beskrivning av urvalskriterium: If applicable: Declaration of a bidding consortium and/or the use of subcontractors

Kriterium: Behörighet eller medlemskap i en specifik organisation krävs för tjänstekontrakt
Beskrivning av urvalskriterium: Grounds for exclusion pursuant to Article 5 k) of Regulation (EU) No. 833/2014- Submission of the completed self-declaration

Information om det andra steget i ett förfarande med två steg:

Minsta antalet anbudssökande som inbjuds att delta i andra steget i förfarandet: 3

Högsta antalet anbudssökande som inbjuds att delta i andra steget i förfarandet: 3

Förfarandet kommer att äga rum i på varandra följande steg. I varje steg kan några deltagare komma att uteslutas

Köparen förbehåller sig rätten att tilldela kontraktet på grundval av de ursprungliga anbuden utan ytterligare förhandlingar

5.1.10. Tilldelningskriterier

Kriterium:

Typ: Pris

Namn: Price

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

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 32,5

Kriterium:

Typ: Kvalitet

Namn: Implementation concept

Beskrivning: Implementation concept table top presentation

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 7,5

Kriterium:

Typ: Kvalitet

Namn: Conceptual idea

Beskrivning: Conceptual idea

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 12,5

Kriterium:

Typ: Kvalitet

Namn: Marketing Strategy

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

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 7,5

Kriterium:

Typ: Kvalitet

Namn: Presentation

Beskrivning: makeup and structure of content

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 5

Kriterium:

Typ: Kvalitet

Namn: Presentation

Beskrivning: Comprehensibility of the presented contents

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 5

Kriterium:

Typ: Kvalitet

Namn: Presentation

Beskrivning: Overall impression of the presentation

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 10

Kriterium:

Typ: Kvalitet

Namn: Sustainability

Beskrivning: Sustainability Plan

Kategori av tilldelningskriteriet vikt: Viktning (procentandel, exakt)

Sifferangivelse för tilldelningskriterium: 20

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: engelska

Sista dag för att begära kompletterande information: 01/06/2026 23:59:59 (UTC+02:00)

Östeuropeisk tid / centraleuropeisk sommartid

Adress till upphandlingsdokumenten: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL/documents>

Ad hoc-kommunikationskanal:

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

5.1.12. Upphandlingsvillkor

Villkor för förfarandet:

Beräknat datum för avsändning av inbjudan att lämna anbud: 12/06/2026

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://www.dtv.de/Satellite/notice/CXP4YWSMNPL>

De språk som kan användas i anbud eller anbudsansökningarna: tyska, engelska

Elektronisk katalog: Ej tillåten

Alternativa anbud: Ej tillåten

Anbudsgivare får lämna in fler än ett anbud: Ej tillåten

Tidsfrist för mottagande av anbudsansökningar: 08/06/2026 11:00:00 (UTC+02:00)

Östeuropeisk tid / centraleuropeisk sommartid

Information som kan kompletteras efter det att inlämningsfristen har löpt ut:

Viss saknad information om leverantören kan kompletteras efter det att inlämningsfristen har löpt ut.

Kompletterande information: 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.

Kontraktsvillkor:

Kontraktet måste genomföras inom ramen för program för skyddad anställning: Nej

Villkor som gäller genomförandet av kontraktet: 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

Elektronisk fakturering: Krävs

Elektronisk beställning kommer att användas: nej

Elektronisk betalning kommer att användas: nej

5.1.15. Metoder

Ramavtal:

Ramavtal utan förnyad konkurrensutsättning

Högst antal deltagare: 1

Motivering för ramavtalets löptid: 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.

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och prövning

Prövningsorganisation: Vergabekammer des Bundes

Organisation som ger kompletterande information om upphandlingsförfarandet: Deutsches Weininstitut GmbH

Organisation som ger mer information om prövningsförfaranden: Vergabekammer des Bundes

Organisation som mottar anbudsansökningar: Deutsches Weininstitut GmbH

8. Organisationer

8.1. ORG-0001

Officiellt namn: Deutsches Weininstitut GmbH

Registreringsnummer: 000

Postadress: Platz des Weines 2

Ort: Bodenheim

Postnummer: 55294

Del av land (NUTS): Mainz-Bingen (DEB3J)

Land: Tyskland

E-postadress: vergabe@deutscheweine.de

Tfn: 000

Webbadress: <https://www.deutscheweine.de/>

Den här organisationens roller:

Upphandlare

Organisation som ger kompletterande information om upphandlingsförfarandet

Organisation som mottar anbudsansökningar

8.1. ORG-0002

Officiellt namn: Vergabekammer des Bundes

Registreringsnummer: 000

Postadress: Villemombler Straße 76

Ort: Bonn

Postnummer: 53123

Del av land (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Land: Tyskland

Tfn: +49 4922-894990

Fax: +49 4922-89499163

Den här organisationens roller:

Prövningsorganisation

Organisation som ger mer information om provningsförfaranden

8.1. ORG-0003

Officiellt namn: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registreringsnummer: 0204:994-DOEVD-83

Ort: Bonn

Postnummer: 53119

Del av land (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Land: Tyskland

E-postadress: noreply.esender_hub@bescha.bund.de

Tfn: +49228996100

Den här organisationens roller:

TED eSender

Information om meddelandet

Identifierare/version för meddelandet: b4644509-57e7-4d8b-b1fc-2296d7924535 - 01

Formulärtyp: Konkurrensutsättning

Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem

Meddelandets undertyp: 16

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