

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/004680-2026>

Award

AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase.

Agriculture and Horticulture Development Board

UK5: Transparency notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-004680

Procurement identifier (OCID): ocids-h6vhtk-0609a0 ([view related notices](#))

Published 20 January 2026, 10:46am

Scope

Reference

STA10266

Description

To promote AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase. Key

campaigns throughout the year include Lets Eat Balanced, Love Lamb week, Love Pork campaigns, Great BritishBeef

Week & positive health messaging activity. Historically and for 2026- 2027 areas that AHDB will be purchasing include:

Recipe static and tear off leaflets, aisle fins and flags & other in fixture promotion, Digital promotion mechanics

(banners, featured product space, digital ads), retailer magazine advertorials, On pack

stickers. This exemptions covers

activity for all AHDB sectors which engage in this type of activity, so the amount of exemption sought reflects this . This

activity links the wider consumer marketing campaign(s) to point of purchase, increasing recognition and likelihood to

purchase

Contract 1. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- ASDA STORES LIMITED

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 2. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- Tesco

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 3. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- Morrisons Groceries

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom

Contract 4. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- Sainsburys Supermarkets

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 5. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase.

Supplier

- Waitrose Limited

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 6. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- CO-OP WHOLESALE LIMITED

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 7. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- ALDI Supermarket

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 8. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- Lidl

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Contract 9. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Supplier

- Marks and Spencer

Contract value

- £78,703 excluding VAT
- £94,444 including VAT

Above the relevant threshold

Earliest date the contract will be signed

2 February 2026

Contract dates (estimated)

- 1 April 2026 to 31 March 2027
- 1 year

Main procurement category

Services

CPV classifications

- 79342100 - Direct marketing services

Contract locations

- UK - United Kingdom
-

Other information

Description of risks to contract performance

There is no opportunity to seek competitive quotes as retailers manage this process with their chosen suppliers or in house

teams. We have chosen to support larger food retailers to increase visibility for our campaigns

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Direct award

Direct award justification

Extreme and unavoidable urgency

There is no opportunity to seek competitive quotes as retailers manage this process with their chosen suppliers or in house

teams. We have chosen to support larger food retailers to increase visibility for our campaigns. The STA covered 9 contracts.

Suppliers

ALDI Supermarket

- Companies House: 02333320

Holly Lane, Atherstone

Warwickshire

CV9 2SQ

United Kingdom

Email: example@aldi.com

Website: <https://www.aldi.co.uk/corporate>

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 7. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

ASDA STORES LIMITED

- Companies House: 00464777

Asda House

Great Wilson Street

LS11 5AD

United Kingdom

Email: pharmacyservices@asda.uk

Website: <http://www.asda.com>

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

CO-OP WHOLESALE LIMITED

- Companies House: 00980790

Member Support Centre Waldo Way

Scunthorpe

DN15 9GE

United Kingdom

Email: example@coopwholesale.co.uk

Website: <https://www.coopwholesale.co.uk/>

Region: UKE13 - North and North East Lincolnshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 6. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Lidl

- Companies House: 02816429

Lidl House, 14 Kingston Road

Surbiton

KT5 9NU

United Kingdom

Email: example@lidl.com

Website: <https://www.lidl.co.uk/>

Region: UKI63 - Merton, Kingston upon Thames and Sutton

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 8. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Marks and Spencer

- Companies House: 00214436

Waterside House, 35 North Wharf Road

London

W2 1NW

United Kingdom

Email: example@marksandspencer.com

Website: <https://corporate.marksandspencer.com>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 9. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Morrisons Groceries

- Companies House: 00776224

71 Gain Ln

Bradford

BD3 7DL

United Kingdom

Email: [morrisonsparmacy.Totnes@morrisonspc.co.uk](mailto:morrisonspharmacy.Totnes@morrisonspc.co.uk)

Website: <http://www.morrisonspc.co.uk>

Region: UKE41 - Bradford

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 3. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Sainsburys Supermarkets

- Companies House: 03261722

33 Charterhouse Street

London

EC1M 6HA

United Kingdom

Email: example@sainsbury.com

Website: <https://www.sainsburys.co.uk>

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 4. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Tesco

- Companies House: 00445790

Tesco House, Shire Park, Kestrel Way

Welwyn Garden City

AL7 1GA

United Kingdom

Email: example@tesco.com

Website: <https://www.tesco.com>

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 2. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase

Waitrose Limited

- Companies House: 00099405

1 Drummond Gate, Pimlico

London

SW1V 2QQ

United Kingdom

Email: example@waitrose.com

Website: <https://www.waitrose.com/>

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 5. AHDB Consumer marketing campaigns & key consumer messages at consumer point of purchase.

Contracting authority

Agriculture and Horticulture Development Board

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government