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Award

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

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-005180

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

Published 21 January 2026, 11:13am

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 British Beef 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 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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Award decision date

21 January 2026

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

Procedure

Procedure type

Direct award

Suppliers

ALDI Supermarket

- Companies House: 02333320

Holly Lane, Atherstone, Warwickshire, CV9 2SQ

Warwickshire

CV9 2SQ

United Kingdom

Email: name@example.com

Region: UKG13 - Warwickshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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

ASDA STORES LIMITED

- Companies House: 00464777

Asda House, South Bank, Great Wilson Street

Leeds

LS11 5AD

United Kingdom

Email: name@example.com

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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

CO-OP WHOLESALE LIMITED

- Companies House: 04801081

2 Mountview Court, 310 Friern Barnet Lane Whetstone

London

N20 0YZ

United Kingdom

Email: name@example.com

Region: UKI71 - Barnet

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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: name@example.com

Region: UKI63 - Merton, Kingston upon Thames and Sutton

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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: name@example.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

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

Morrisons Groceries

- Companies House: 09223090

Hilmore House, Gain Lane

Bradford

BD3 7DL

United Kingdom

Email: name@example.com

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

Region: UKE41 - Bradford

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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: name@example.com

Website: [https://www.example.com/.](https://www.example.com/)

Region: UKI43 - Haringey and Islington

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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: name@example.com

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

Region: UKH23 - Hertfordshire

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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: name@example.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: 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

Email: procurement@ahdb.org.uk

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government