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Contract

PR and Event agency in the food sector (Paris region)

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

F03: Contract award notice

Notice identifier: 2025/S 000-007750

Procurement identifier (OCID): ocids-h6vhtk-04b487

Published 4 March 2025, 9:36am

Section I: Contracting authority

I.1) Name and addresses

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR and Event agency in the food sector (Paris region)

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB require a new contract with a PR and Event agency, focusing on the food sector in the Paris region.

The agency will be responsible for assisting AHDB in the organisation of 3 main events:

- Top Pros (for Head butchers)
- Vintage beef/lamb events
- Escoffier for Chefs and Colmar Fraiss for food service
- Also support for some smaller events will be required on top of the above three categories

The agency will need to provide AHDB with communication opportunities with major trade magazines and newspapers, plus helping with the drafting of articles and creating advertisements.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £733,333

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

France

II.2.4) Description of the procurement

AHDB require a new contract with a PR and Event agency, focusing on the food sector in the Paris region.

The agency will be responsible for assisting AHDB in the organisation of 3 main events:

- Top Pros (for Head butchers)
- Vintage beef/lamb events
- Escoffier for Chefs and Colmar Fraiss for food service
- Also support for some smaller events will be required on top of the above three categories

The agency will need to provide AHDB with communication opportunities with major trade magazines and newspapers, plus helping with the drafting of articles and creating advertisements.

The objective for this tender is to communicate on the assets of British beef and lamb, with the ability to target all protagonists of the meat sector in France, this includes the likes of:

- Head butchers
- Wholesalers
- Buyers
- Chefs
- Food service

This will be achieved through a comprehensive strategy, using a mix of publications, events and influence.

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-036018](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 February 2025

V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received by electronic means: 2

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

AUGUSTE and LOUISE

37 rue du Fossé des Treize, France, 6700

France

67000

Email

benjamin@augusteetlouise.com

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

443919303

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Initial estimated total value of the contract/lot: £880,000

Lowest offer: £220,000 / Highest offer: £880,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>