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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](mailto: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

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**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 Fraix 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 Fraix 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

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## **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](#)

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## **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](mailto: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

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## **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](mailto: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>