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Award

## **Collaboration with Interbev to promote English Lamb in France**

Agriculture and Horticulture Development Board

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

Notice identifier: 2025/S 000-030057

Procurement identifier (OCID): ocds-h6vhtk-054325 ([view related notices](#))

Published 4 June 2025, 6:39pm

### **Scope**

### **Reference**

STA10234

### **Description**

Collaboration with Interbev to promote English Lamb in French supermarkets

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### **Contract 1**

## **Supplier**

- Interbev

## **Contract value**

- 197920.83 EUR excluding VAT
- 237505 EUR including VAT

Below the relevant threshold

## **Earliest date the contract will be signed**

4 June 2025

## **Contract dates (estimated)**

- 5 June 2025 to 31 March 2026
- 9 months, 26 days

## **Main procurement category**

Services

## **CPV classifications**

- 79340000 - Advertising and marketing services

## **Contract locations**

- FR - France

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Procedure**

### **Procedure type**

Direct award

### **Direct award justification**

Single supplier - technical reasons

no reasonable alternative or substitute exists and the absence of

competition is not the result of an artificial narrowing down of the parameters of the procurement

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## **Supplier**

### **Interbev**

207 Rue de Bercy, TSA 21307, Cedex 12

Paris

75564

France

Email: [d.aubouin@interbev.fr](mailto:d.aubouin@interbev.fr)

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

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## **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](mailto:procurement@ahdb.org.uk)

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government