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**Award** 

# Collaboration with Interbev to promote English Lamb in France

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-030058

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

Published 4 June 2025, 6:44pm

## Scope

#### Reference

STA10234

#### **Description**

Collaboration with Interbev to promote English Lamb in French supermarkets

#### Contract 1

## **Supplier**

Interbev

#### **Contract value**

- 197920.83 EUR excluding VAT
- 237505 EUR including VAT

Below the relevant threshold

#### Award decision date

4 June 2025

## 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

## **Procedure**

## **Procedure type**

Direct award

# **Supplier**

#### Interbev

207 Rue de Bercy, TSA 21307, Cedex 12

**Paris** 

75564

France

Email: d.aubouin@interbev.fr

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1

# **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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government