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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