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Contract

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

Agriculture and Horticulture Development Board

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-030059

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

Published 4 June 2025, 6:48pm

### **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

**Date signed**

4 June 2025

**Contract dates**

- 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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## **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): No

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)

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government