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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

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

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

Supplier

Interbev

207 Rue de Bercy, TSA 21307, Cedex 12

Paris

75564

France

Email: d.aubouin@interbev.fr

Small or medium-sized enterprise (SME): No

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

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government