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Tender

AHDB Dairy in Food Service

Agriculture and Horticulture Development Board

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-031725

Procurement identifier (OCID): ocds-h6vhtk-054345 ([view related notices](#))

Published 12 June 2025, 8:20am

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Scope

Reference

2025-773

Description

AHDB require a research deep-dive with the following requirements:

Within this one-off deep dive, AHDB would like to understand:

- Key metrics (spend, packs/servings, visits/trips, penetration, average price) for total OOH market (including eating and drinking out, on-the go and takeaway/delivery) to set the context for dairy (is it growing or declining share). To include channel/operator, day part/occasion type and demographic splits.
- Key metrics (spend, packs/servings, visits/trips, penetration, average price) for total dairy dishes within the total OOH market. To include channel/operator, day part/occasion

type and demographic splits. Split by animal vs alternative, by type of dairy (cheese, milk, cream, yogurt, butter/spread) and by category of dairy* will be key.

- Trends over time (growth vs decline) and factors driving trends. Last year vs YA. Longer term trends e.g. pre cost of living, pre COVID) would be beneficial. Please make it clear in your proposal what time periods you are able to cover.
- For some key dairy categories, where we think possible, we would like to convert data into approximate volumes. Potentially hot drinks, sandwiches, cheeseburgers and pizza. This would involve estimating how much dairy is in each item which AHDB would support with.
- Opportunities for growth of dairy with OOH

*Reads on dairy must include dishes that cover the four following categories (detail of which dishes contribute to which category to be agreed with AHDB):

- o Primarily dairy (e.g. ice-cream, yoghurt)
- o Meals that celebrate/host dairy (e.g. pizza, sandwiches)
- o Meals with a hidden dairy component (e.g. cake, curry)
- o Beverages with milk (hot and cold e.g. coffee, milkshake)

Total value (estimated)

- £40,000 excluding VAT
- £45,000 including VAT

Below the relevant threshold

Contract dates (estimated)

- 3 July 2025 to 10 September 2025
- 2 months, 8 days

Main procurement category

Services

CPV classifications

- 73110000 - Research services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

12 June 2025, 5:00pm

Tender submission deadline

30 June 2025, 5:00pm

Submission address and any special instructions

Title for email submission: AHDB Dairy in Food Service

Send back to Strategic.Insight@ahdb.org.uk

Tenders may be submitted electronically

No

Award criteria

Name	Description	Type	Weighting
Technical/Quality	<ul style="list-style-type: none"> • Demonstrate a clear understanding of the brief and research objectives in the proposal. (10%) • Outline a clear approach and highlight any proposed techniques to be used in the methodology and/or analysis - clearly showing how they are relevant and link to achieving the research objectives. (45%) • An objective and well-structured proposal which clearly lays out the required information and includes a detailed breakdown of costs and a project plan with a timeline, identification of any risks/key dates. (10%) • Demonstrate how a process for quality control will be followed for the research (5%) • Experience of project manager and supporting team in delivering similar projects in terms of methodology, location, food sector, communication objectives (10%) 	Quality	80%
Cost	<ul style="list-style-type: none"> • To enable comparability of proposals, a breakdown of costs (by key activities) is to be provided. (20%) 	Cost	20%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[Dairy in Food Service 2025 - Research Brief Final.docx](#)

Specification brief

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

Contact name: Emma Wantling

Email: Strategic.Insight@ahdb.org.uk

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government