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Contract

## **GREAT Food and Drink – international market research**

Defra Network eTendering Portal

F03: Contract award notice

Notice identifier: 2023/S 000-034000

Procurement identifier (OCID): ocds-h6vhtk-041a9c

Published 16 November 2023, 4:37pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

#### **Contact**

Network Procurement

#### **Email**

[Network.Procurement@defra.gov.uk](mailto:Network.Procurement@defra.gov.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>

Buyer's address

<https://defra-family.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Other activity

Market Research

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

GREAT Food and Drink – international market research

Reference number

C5714

**II.1.2) Main CPV code**

- 79310000 - Market research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

GREAT Food and Drink – international market research

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Value excluding VAT: £182,557

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UKI - London

#### **II.2.4) Description of the procurement**

Second wave of international research to update measurements of:

- Perceptions of UK food and drink, including overall food and drink culture, as well as key product categories e.g. spirits, meat, seafood, cheese
- Existing awareness of the UK's food and drink offer in-market
- Levels of current purchase intent for UK food and drink and relevant motivations and drivers to purchase.

#### **II.2.5) Award criteria**

Price

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## Section IV. Procedure

### IV.1) Description

#### IV.1.1) Type of procedure

Award of a contract without prior publication of a call for competition in the cases listed below

- No tenders or no suitable tenders/requests to participate in response to restricted procedure
- The services can be provided only by a particular economic operator for the following reason:
  - absence of competition for technical reasons
- Additional deliveries by the original supplier

Explanation:

The requirement was competed last year with no bids received. Following on from this work Kantar completed, further work is required using the same baseline metrics to measure the success of the previous campaign.

#### IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

#### V.2.1) Date of conclusion of the contract

31 January 2023

#### V.2.2) Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: No

**V.2.3) Name and address of the contractor**

Kantar Public UK Limited

4 Millbank,

London

SW1P 3JA

Telephone

+44 2077291400

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

13663077

Internet address

[www.kantar.com](http://www.kantar.com)

The contractor is an SME

No

**V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £182,557

Total value of the contract/lot: £182,557

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>