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Tender

2024-747 Meat Foodservice Data requirements

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

UK4: Tender notice - Procurement Act 2023 - view information about notice types

Notice identifier: 2025/S 000-038050

Procurement identifier (OCID): ocds-h6vhtk-055aba

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Scope

Description

AHDB currently source GB Foodservice data, quarterly, through Kantar Worldpanel, this contract is due to expire and therefore we are going back out to tender. HDB core Foodservice data requirements 1. The basic measures required will consist of the following as a minimum: • Spend • Servings/packs • Price • Buyer numbers i.e. penetration • Servings/packs per buyer i.e. frequency and volume per trip 2. Data must be split by method including the following as a minimum: • Dine out - Eating in or on the go • Takeaways - Collected or delivered 3. Data must be split by channel (we are open to agencies proposing different channel coding approaches): • Quick service retail e.g. coffee shops, fast food, cafes, bakery/sandwiches • Full service restaurants e.g. restaurants, diners • Pubs and bars • Contract catering e.g. workplace canteens, hospitals, schools etc • Travel & leisure e.g. train, ferries, events etc • Multiples including forecourts e.g. supermarkets, convenience stores etc 4. Data must be split by product type/meal, with the protein identifiable (beef, lamb, pork, chicken, fish, vegetarian, vegan) and key cuts (e.g. steaks, burgers, roasting joints, sausages etc) specified or obvious. Please detail robustness of these in your proposal. A read of meat-free/alternatives is also beneficial. Please detail dish and protein coding in proposal in detail. 5. Data must be able to be split by day part and demographics to help analysis 6. It would be beneficial for data to be split by operator for volume estimate purposes (see below) - please detail if possible 7. Our standard requirement is quarterly data delivery but we are

asking for the costs for bi-annual as well. The proposal should also provide guidelines as to the lead time for data delivery following the end of the data period. 8. We require access to 52, 24 and 12 week endings as a minimum, in addition the ability to run and export historic trends (2 years minimum). 4 week ending data is beneficial to look at custom events such as Christmas and please indicate if bespoke time periods can be created if required on an ad-hoc basis. 9. AHDB require 2 years of back data as a minimum. 10. We require an online platform to access results with the ability to manipulate, create custom tables and export data to PowerPoint and Excel. Training and technical support/help for all users is required on the use of all software programmes and is expected to be inclusive in data costs as standard. AHDB would prefer for the category definitions used in reporting to be available on the tool, for example the ability to see 'total beef' which would capture relevant dishes. Please be clear in your response as to what categories and measures will be available on the online platform/software versus other methods. 11. Compatibility with current datasets - To evaluate compatibility with current datasets, tenderers should provide their L52 w/e data in the following areas. Measures listed (Items and occasions/servings) are for indication only, suppliers should provide their standard measure(s). All information relevant to this opportunity can be found on the Central Digital Platform and Atamis eSourcing portal via the link https://defra-family.force.com/s/Welcome Closing date is NOON 11th August 2025.

Total value (estimated)

- £250,000 excluding VAT

- £300,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 January 2026 to 31 December 2028

- Possible extension to 31 December 2030

- 5 years

Description of possible extension:

1+1 extensions available

Main procurement category

Services

CPV classifications

- 72316000 - Data analysis services

Contract locations

- UK - United Kingdom

Participation

Legal and financial capacity conditions of participation

As per specification documents

Technical ability conditions of participation

As per specification documents

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

4 August 2025, 12:00pm

Tender submission deadline

11 August 2025, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

10 September 2025

Award criteria

Name	Description	Type	Weighting
Technical/Quality	80%	Quality	80.00%
Cost/Price	20%	Cost	20.00%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

Not enough time and also know this is a very limited market due to the data requirements needed by AHDB.

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

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United Kingdom

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Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government