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Contract

## AHDB Dairy in Food Service

Agriculture and Horticulture Development Board

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

Notice identifier: 2025/S 000-042218

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

Published 23 July 2025, 8:30am

## Scope

## Reference

2025-773

## Description

Awarded and signed contract, refer to Notice identifier: 2025/S 000-038776 and 2025/S 000-030119.

AHDB required the following: 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)

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## **Contract 1. AHDB Dairy in Food Service**

### **Supplier**

- LUMINA INTELLIGENCE LTD

### **Contract value**

- £34,560 excluding VAT
- £40,200 including VAT

Below the relevant threshold

### **Date signed**

22 July 2025

### **Contract dates**

- 23 July 2025 to 10 September 2025
- 1 month, 19 days

### **Main procurement category**

Services

### **CPV classifications**

- 73110000 - Research services

## **Contract locations**

- UK - United Kingdom

## **Signed contract documents**

[Redacted contract for notice.pdf](#)

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## **Procedure**

### **Procedure type**

Below threshold - open competition

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## **Supplier**

### **LUMINA INTELLIGENCE LTD**

- Companies House: 16121613
- Public Procurement Organisation Number: PQMW-9536-YVLW

1a Newlands Grove

Halifax

HX3 7HZ

United Kingdom

Email: [wr-luminaintelligence@wrbm.com](mailto:wr-luminaintelligence@wrbm.com)

Region: UKE44 - Calderdale and Kirklees

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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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

Contact name: Sarah Waters

Email: [procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government