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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): ocids-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)

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](#)

Procedure

Procedure type

Below threshold - open competition

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

Region: UKE44 - Calderdale and Kirklees

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. AHDB Dairy in Food Service

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government