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Contract

2024-747 Meat Foodservice Panel Data requirements

Agriculture and Horticulture Development Board

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

Notice identifier: 2025/S 000-068795

Procurement identifier (OCID): ocds-h6vhtk-055aba ([view related notices](#))

Published 28 October 2025, 9:42am

Scope

Reference

2024-747

Description

Signed contract 27/10/2025

Awarded to Numerator, please see notices:

Notice identifier: 2025/S 000-054824

Procurement identifier (OCID): ocds-h6vhtk-055abb published on the 8th September 2025.

Also Notice identifier: 2025/S 000-038050 Procurement identifier (OCID): ocds-h6vhtk-055aba

Published 8 July 2025, 7:53am

Requirement was for:

AHDB 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. A read of meat-free/alternatives is also beneficial.

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

Contract 1. Meat Foodservice Data requirements

Supplier

- NUMERATOR UK LIMITED

Contract value

- £250,000 excluding VAT
- £300,000 including VAT

Above the relevant threshold

Date signed

27 October 2025

Contract dates

- 1 January 2026 to 1 January 2029
- Possible extension to 1 January 2030
- 4 years, 1 day

Description of possible extension:

3 year initial contract plus 1+1 extension options

Main procurement category

Services

CPV classifications

- 71620000 - Analysis services

Contract locations

- UK - United Kingdom

Justification for not setting key performance indicators

Under £5million including VAT

KPIs will be set before the contract starts but do not need to be advertised due to not being over the £5million ruling.

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Supplier

NUMERATOR UK LIMITED

- Companies House: 16341231
- Public Procurement Organisation Number: PTDD-8275-GMJZ

South Bank Central

London

SE1 9LQ

United Kingdom

Email: KWUK-PublicSectorNutrition@kantar.com

Website: <https://www.numerator.com/>

Region: UKI44 - Lewisham and Southwark

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Meat Foodservice Data requirements

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

Email: procurement@ahdb.org.uk

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government