

OPEN CALL FOR TENDER

Tender for the selection of a subcontractor for the development of activities for a multi European Programme in accordance with Regulation (EU) N°1144/2014

GARNACHA GRENACHE CAMPAIGN IN USCAMX





Introduction

The European Union co-finances information and promotion programmes for agricultural products on the internal market and in third countries in accordance with Regulation (EU) 1144/2014 of the European Parliament and the Council.

These rules lay down the procedure, the agricultural products covered by these programmes and the countries in which they may be developed. Article 20 of Regulation (EU) No 1144/2014 sets out the procedure for selecting the implementing body responsible for implementing the programmes.

For the definition and execution of these programmes, the POTENTIAL CONTRACTING ENTITIES hereinbelow seek the **collaboration of promotion agencies** that will work on the **development and execution** of the promotion activities incorporated into the programmes if they are **finally granted European funding**. To this end, a selection process is now initiated, calling for tenders to those agencies who wish to participate and which, on the basis of their merits and experience, could contribute most to the promotional objectives pursued by the POTENTIAL CONTRACTING ENTITIES.

POTENTIAL CONTRACTING ENTITIES are interested in submitting a program linked to the [2025 CALL FOR PROPOSALS MULTI PROGRAMMES](#) for Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and of the Council (2019/C 18/05), and are selecting subcontractor(s) to develop a promotional campaign of the *European Garnacha / Grenache Quality Wines in the US, CA and MX* (“the potential program”).

1. **Type of Tender:** Open Call for Tender.

2. **Potential Contracting entities:**

a) **ASOCIACION PARA LA PROMOCION DEL VINO DE GARNACHA – “GARNACHA ORIGEN”.**

- VAT No. ES-G99398935
- Address : Avda/ Ranillas, 3A, Planta 2, Oficina A, 50018 Zaragoza, Spain
- Contact person: Ms Carolina de Funes
- Email: c.defunes@garnachaorigen.com

b) **CONSEIL INTERPROFESSIONNEL DES VINS DU ROUSSILLON (“CIVR”)**

- VAT No. FR11434310300019
- Address : 19, Avenue de la Grande Bretagne. 66006 Perpignan, France.
- Contact person: M. Eric Aracil
- Email: eric.aracil@roussillon.wine



3. Type of Agreement: Services Agreement

4. Overall Target: Promotion of European Garnacha/Grenache Quality Wines in third countries.

5. Target markets: in the United States of America, Canada and Mexico. The % of the actions to be developed in each country will be estimated at 40% USA, 40% Canada, and 20% Mexico.

6. Target audience and suitable activities:

Academy: Master Class

Trade: Roadshows, pairing lunch, study trips

Media: Master Class, study trips, sample distribution, press release

Final consumers: Online stores, in-store tasting, social media, festivals.

7. Considerations and Description of Services to be provided by the selected subcontractors:

The proposals from the applicants must cover the following aspects:

- Strategic analysis
- Creative proposals that address the campaign objectives
- Detailed action plan per country
- Campaign implementation schedule for each market
- Criteria to follow to ensure the best value for money in the proposal
- Suggested quantifiable KPIs for each element of the campaign
- Complete preparation, implementation, and periodic reporting for the following activities:

Hereby includes a list of suitable activities for each target audience, however additional activities or other activities can be considered according to the reality of the market.

❖ **Public Relations suitable activities**

- **Press trip** The trip includes a visit to the French and Spanish PGIs & PDOs (Roussillon + Terra Alta/Priorat + PDO Campo de Borja, Cariñena, Calatayud) Guests from the US, Canada and Mexico. The proposal will include a very attractive activity during the trip. (Minimum 6 participants.)
- **Press office:** press dossier update (translation into Spanish and French) and press releases in the US and Canada. Other proposals such as a Garnacha Grenache ambassador or samples distribution in the US and Canada, will be valued.
- **Master class:** In the US and CA.

❖ **Website and Social Media**

- **Website** – Redesign and update the website garnachagrenache.com, translation into French and Spanish. Increase website Google ranking and support SEO efforts. Regularly update the Events/news and wines section.



- **Social media** – Facebook and Instagram in the US, use of the existing social media.
- **Tools and Development of content**– Creativities, video, Apps... we look forward a very dynamic social media and digital communication tools, and the use of the latest technologies such as AI will be a must.

❖ **Communication Tools 1**

- **Documentary video production**

Documentary Video production of about 50/60 minutes.

Filming in Spain and France, mainly in the following PDOs: Roussillon, Terra Alta, Priorat, Cariñena, Campo de Borja, and Calatayud.

Languages: EN, FR, ES. Require a professional narrator and sound studio.

The aim of the video is an educational tool potentially promoted in TV platforms

Contractors will provide necessary profiles for potential interviews, guidance, and some support [documents](#) for writing the script.

[Technical specifications](#)

❖ **Communication Tools 2**

- **Branding** – Redesign the identity and adaptation to the communication tools by market during the campaign.

❖ **Events: suitable activities (40% US, 40% CA, 20% MX)**

- **Trade trips** – The trip will include a visit to the French and Spanish PGIs & PDOs (Roussillon + Terra Alta/Priorat + PDO Campo de Borja, Cariñena, Calatayud) Guests from the US and MX. Need to include a very attractive activity during the trip. Minimum 6 guests.
- **Roadshows** – Private tastings with at least 80 attendees (operators). No need to focus on the first markets. The roadshow will include at least 4 cities per year (US and CA) and must prove the versatility of the grape through pairings.
- **Master Classes** – Mainly in Wine Academies and leading wine events in the US and CA.
- **Pairing lunches** – Exclusive pairing lunch with importers (approx..10 importers) in the first markets of the US and MX (New York, Miami, Chicago, Las Vegas, Dallas, Ciudad de Mexico...)



- **Festivals:** Target market US, target audience: final consumer.

❖ **Point of Sales - In-store tastings in the US and CA.**

- ❖ **Evaluation:** The evaluation body will carry out impact evaluations of the action, measured against the objectives and indicators of the EU program funding the grant. Evaluation will be measured by a specific survey conveying a mix between consumption and visibility. These indicators will be evaluated yearly and measured on a wine consumption solid panel.

Measurement of the exports and market share on a historical trend basis, taking into account indicators status before activities begin and by the end of the three-year program. Analysis of surveys collected during the campaign actions.

#	ACTIVITY	DESCRIPTION	COUNTRY	ESTIMATED AMOUNT
LOT 1	PUBLIC RELATIONS	Press office	US, CA	260.250,00 €
		Master Class	US, CA	
		Press trip	US, CA, MX	
LOT 2	WEB + SOCIAL MEDIA	WEB redesign, update and translation	US, CA, MX	161.500,00 €
		Social Media (Facebook and Instagram)	US	
		Digital tools and Development of contents	N/A	
LOT 3	COMMUNICATION TOOLS 1	Documentary video	US, CA, MX	100.000,00 €
LOT 4	COMMUNICATION TOOLS 2	Branding	N/A	25.600,00 €
LOT 5	EVENTS	Roadshow (4 cities)	US, CA	1.616.100,00 €
		Study trip to Spain and France	US, MX	
		Pairing lunch	US, MX	
		Master Class	US, CA	
		Festivals	US	
LOT 6	POINT OF SALES 1	In store tastings	US, CA, MX	142.500,00 €
LOT 7	POINT OF SALES 2	Online campaign	US	210.000,00 €
LOT 8	EVALUATION	Measurement of the indicators	US, CA, MX	81.000,00 €
TOTAL AMOUNT				2.596.950,00 €

8. Implementation period:

Start date: 2026

Duration: 3 years

The final dates will be the ones included in the Grant Agreement.



9. Agreement Term: the Agreement Term will be longer than the implementation period, to allow the performance of some obligations to survive and allow Program preparation and evaluation.

10. Total Budget: 2.596.950,00 € Euros.

11. Selection criteria of the subcontractors: best value for money while preventing situations where conflict of interest is deemed to occur. The selection of subcontractors will be based, scored, and weighted according to the following criteria:

AWARD CRITERIA		
LOT 1, 2, 5, 6, 7, 8		SCORE
COST EFFECTIVENESS	Proposed actions VS costs	40
EXPERIENCE	Wine campaigns	10
	European co-funded projects	
QUALITY	Target market analyse and knowledge, Coherence of the proposal with the KPI and market situation	30
	Suitable choice of activities with respect to objective and action strategy, adequate communication mix, synergy between activities	
	Campaign impact	
ORGANIZATION	Project management (reporting, financial management)	20
	Team professional experience	
	Team organization	
TOTAL		100
LOT 3		SCORE
COST EFFECTIVENESS	Proposals vs costs	40
EXPERIENCE	Previous experience in high-quality video documentaries and/or branding campaigns	15
QUALITY	Creative, original, adaptable design and coherence with the project	30
ORGANIZATION	Team qualification and experience	15
TOTAL		100
LOT 4		SCORE
COST EFFECTIVENESS	Costs	40
EXPERIENCE	Demonstrable portfolio including similar projects	20
QUALITY	Technical capability of the offered equipment.	30
	Quality of the proposal	
ORGANIZATION	Project management, Team organization, Team professional experience	10
TOTAL		100



12. Deadline for obtaining information and documents: 21/02/2025 15:00 CET. We remain at your disposal to provide further information at the email address: c.defunes@garnachaorigen.com

13. Presentation of offers or requests for participation.

- Deadline for submission of offers: 23/02/2025 23:59 CET
- Documentation to submit (entirely written in English):
 - **A letter of intent to bid** on paper letterhead, dated and signed by the person authorized to bind the company.
 - Summary of the economical **offer per activity** following [this template](#)
 - A detailed **Action Plan proposal**, including:
 - Description of the proposed activities and methodology to implement the actions (KPIs) (LOT 1, 2, 5, 6, 7)
 - Description of the proposed activities and methodology to implement the actions (LOT 3 and 4)
 - Description of the proposed evaluation methodology and indicators (LOT 8)
 - Estimated Schedule
 - A detailed annual budget expressed in euros, with a breakdown of the management fees and detailed implementation costs.
 - Annexes for supporting documentation to substantiate existence, financial and technical capacity as well as experience:
 - A sworn statement on letterhead, dated and signed by the person authorized to bind the company, that the candidate has not been banned from bidding or fall under any of the exclusion criteria listed on the basis of [the 2025 Call for Multi Proposals](#), in accordance with Regulation (EU) No 1144/2014.
 - Certificate proving that the bidder is in order with regard to its tax obligations by 31 December of the previous year.
 - Certificates proving that the bidder is in order with regard to its labor and social security obligations by 31 December of the previous year.
 - A statement of overall turnover and the turnover concerning the services to which the contract relates, executed over the past three years in the targeted markets. (Not necessary in the targeted markets if a subcontractor applies only for Lots 3 and 4.).
 - A list of the main services provided in the past three years in the target markets and regarding the wine industry, including the amount, date, and recipient (public or private). (Not necessary in the targeted markets if a subcontractor applies only for Lots 3 and 4.).



- Team presentation: names of those responsible and performers who provide the requested service and professional qualifications (academic and/or professional experience). Organization chart.

Submission of proposals: by filling [this online form](#). Each bidder must ensure that the application is successfully submitted before the deadline.

This material must be delivered digitalized in a suitable support. This information should give the tender a fair idea of the match between their needs and the agencies' offers and the agencies' ability to manage a campaign co-financed by the European Union at both technical and administrative levels.

Potential contracting entities will revise every proposal and ask the 3 top ranked finalists per category under the abovementioned criteria for a digital or in-person audiovisual presentation to be held in Zaragoza (Spain) on 28/02/2025.

14. Contract award: The award will be notified to participants by email and publication on the contracting entities' websites within a maximum period of thirty (30) days from the deadline for submission of offers.

15. Conditions and next steps:

The aim of this competition is to **apply for a promotion program** with European co-financing. The deadline foreseen by the European call implies that a firm and definitive response will not be possible before October/November 2025. As a result, the selected subcontractors must undertake to maintain the validity of their offer until then and it will not be possible to sign a contract before December 2025.

If funding from the European Union is not guaranteed, the competition will be declared null and void.

This tendering exercise is not remunerated: no financial compensation is provided to applicants whose bids are unsuccessful. All information sent to successful applicants must be treated as strictly confidential and due to the institutional nature of the data cannot be used for other clients.

Once the final subcontractors are chosen in March 2025, they undertake to assist the potential contracting entities in the preparation of the application for European funds in accordance with the requirements and scales presented in the [2025 CALL FOR PROPOSALS MULTI PROGRAMMES](#), as well as the information specified in the [GUIDE FOR APPLICANTS](#) of multi programs for co-financing of information and promotion measures implemented in the internal market or in third countries.



Among other matters, but not exclusively, the collaboration will be based on the following sections:

- Application form: Part B - Technical content
 - Products/schemes and market analysis, SWOT
 - Action objectives & KPIs
 - Action strategy
 - Description of activities and analysis of budget positions
 - Measurement of results
 - Management and CV of the structure

ACTIONS	2025			
	Jan	Feb	Mar	Apr
Tender publication	23-Jan			
Deadline for obtaining information and documents		21-Feb		
Deadline for submission of offers		24-Feb		
Communication to finalists		26-Feb		
Finalist presentation		28-Feb		
Communication to the winning bidder(s)			3-Mar	
Preparation of the EU MULTI program application			x	
Deadline for the submission of the application by the coordinator				23-Apr

If the applicant is already managing a campaign by an operator in the same sector or a sector or entity that could give rise to a conflict of interest, that operator or entity must give an advance agreement for the applicant to participate in this tender. If this applicant is selected, an advance agreement is also required before accepting any future campaign from an operator in the same sector or from a sector or entity that may give rise to a conflict of interest.



Once the creative work of the successful applicant has been agreed and paid for, it becomes the property of the CONTRACTING ENTITIES without limitation of time or place, and this includes use for all methods of communication and media.

CONTRACTING ENTITIES reserve the right to use creative concepts (images, logos, slogans, and domain names) within the context of their other campaigns and without time limitation.

The selected subcontractors must sign a contract with the CONTRACTING ENTITIES. Expenditure may not be incurred until a framework contract has been signed between the tenderer and REA and a contract between the tenderers and the successful agency.

16. Notice on EU funding: This call for tender is related to REA's "*Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014 of the European Parliament and the Council*" and subcontractors must comply all obligations and conditions applicable and set out in the [Multi-Beneficiary Model Grant Agreement](#), as well as Regulation (EU) No 1144/2014 of the European Parliament and the Council related legislation, specifically covering liability, indemnification, and confidentiality arrangements.

The final elected implementing body and subcontractors must collaborate to fulfill all terms and conditions mentioned in the abovementioned Grant Agreement, including, specifically, all the obligations and conditions in the following related EU regulations available at [EC Funding & tender opportunities Portal](#):

- [AGRIP Regulation 1144/2014](#)
- [AGRP Delegated Regulation 2015/1829](#)
- [AGRIP Implementing Regulation 2015/1831](#)
- The relevant annual Commission Implementing Decision on the adoption of the work programme for the year in question in the framework of information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries
- [2025 CALL FOR PROPOSALS MULTI PROGRAMMES](#)
- [EU Financial regulation](#)