

# **Ireland: Market research services**

## **Invitation to Tender for the Future of Bakery in the UK**

Contract or concession notice – standard regime

### **1 Buyer**

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#### **1.1 Buyer**

*Official name:* Bord Bia (Irish Food Board)

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* General public services

### **2 Procedure**

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#### **2.1 Procedure**

*Title:* Invitation to Tender for the Future of Bakery in the UK

*Description:* Bord Bia is seeking to appoint a partner agency to undertake a study into the UK bakery retail category, providing an in-depth understanding of the consumer and future opportunity areas within this space.

*Procedure identifier:* 17188f5a-42d9-4518-a5e4-b55e864bf253

*Type of procedure:* Open

*The procedure is accelerated:* no

##### **2.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79310000 Market research services

*Additional classification (cpv):* 73000000 Research and development services and related consultancy services

*Additional classification (cpv):* 73110000 Research services

##### **2.1.2 Place of performance**

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

##### **2.1.3 Value**

*Estimated value excluding VAT:* 50 000 Euro

##### **2.1.4 General information**

*Legal basis:*

Directive 2014/24/EU

##### **2.1.6 Grounds for exclusion**

*Sources of grounds for exclusion:* Procurement Document

### **5 Lot**

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#### **5.1 Lot: LOT-0001**

*Title:* Invitation to Tender for the Future of Bakery in the UK

*Description:* Bord Bia is seeking to appoint a partner agency to undertake a study into the UK bakery retail category, providing an in-depth understanding of the consumer and future opportunity areas within this space.

Internal identifier: 0

#### **5.1.1 Purpose**

Main nature of the contract: Services

Main classification (cpv): 79310000 Market research services

Additional classification (cpv): 73000000 Research and development services and related consultancy services

Additional classification (cpv): 73110000 Research services

#### **5.1.2 Place of performance**

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

#### **5.1.3 Estimated duration**

Duration: 7 Month

#### **5.1.5 Value**

Estimated value excluding VAT: 50 000 Euro

#### **5.1.6 General information**

Reserved participation: Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### **5.1.7 Strategic procurement**

Aim of strategic procurement: No strategic procurement

#### **5.1.9 Selection criteria**

Sources of selection criteria: Procurement Document

#### **5.1.11 Procurement documents**

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 05/05/2026 12:00 +01:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=7934966>

#### **5.1.12 Terms of procurement**

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=7934966>

Languages in which tenders or requests to participate may be submitted: English

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 13/05/2026 12:00 +01:00

Duration during which the tender must remain valid: 6 Month

Information about public opening:

Opening date: 13/05/2026 12:30 +01:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=7934966>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

*Electronic invoicing:* Required  
*Electronic ordering will be used:* yes  
*Electronic payment will be used:* yes

#### **5.1.15 Techniques**

*Framework agreement:*

No framework agreement

*Information about the dynamic purchasing system:*

No dynamic purchase system

#### **5.1.16 Further information, mediation and review**

*Review organisation:* The High Court of Ireland

*Organisation providing offline access to the procurement documents:* Bord Bia (Irish Food Board)

*Organisation providing more information on the review procedures:* The High Court of Ireland

*Organisation receiving requests to participate:* Bord Bia (Irish Food Board)

*Organisation processing tenders:* Bord Bia (Irish Food Board)

## **8 Organisations**

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### **8.1 ORG-0001**

*Official name:* Bord Bia (Irish Food Board)

*Registration number:* None

*Postal address:* 140 Pembroke Road

*Town:* Ballsbridge, Dublin 4

*Postcode:* D04 NV34

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [procurement@bordbia.ie](mailto:procurement@bordbia.ie)

*Telephone:* 01 6685155

*Internet address:* <https://www.bordbia.ie>

*Buyer profile:* <https://www.bordbia.ie>

*Roles of this organisation:*

*Buyer*

*Organisation providing offline access to the procurement documents*

*Organisation receiving requests to participate*

*Organisation processing tenders*

### **8.1 ORG-0002**

*Official name:* The High Court of Ireland

*Registration number:* The High Court of Ireland

*Department:* The High Court of Ireland

*Postal address:* Four Courts, Inns Quay, Dublin 7

*Town:* Dublin

*Postcode:* D07 WDX8

*Country subdivision (NUTS):* Dublin (IE061)

*Country:* Ireland

*Email:* [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)

*Telephone:* +353 1 8886000

*Roles of this organisation:*

*Review organisation*

*Organisation providing more information on the review procedures*

### **8.1 ORG-0003**

*Official name:* European Dynamics S.A.

*Registration number:* 002024901000

*Department:* European Dynamics S.A.

*Town:* Athens

*Postcode:* 15125

*Country subdivision (NUTS):* Βόρειος Τομέας Αθηνών (EL301)

*Country:* Greece

*Email:* [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)

*Telephone:* +30 2108094500

*Roles of this organisation:*

*TED eSender*

### *Notice information*

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*Notice identifier/version:* 91ba6919-1aea-425a-ba11-18618fb9d019 - 01

*Form type:* Competition

*Notice type:* Contract or concession notice – standard regime

*Notice dispatch date:* 17/04/2026 14:37 +01:00

*Languages in which this notice is officially available:* English