Ireland: Market research services
Invitation to Tender to appoint a partner agency to undertake an Insight study exploring how Hot Food to-go is evolving in the UK and to identify future opportunities.

Contract or concession award notice – standard regime

1 *Buyer*

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*

2.1 *Procedure*

Title: Invitation to Tender to appoint a partner agency to undertake an Insight study exploring how Hot Food to-go is evolving in the UK and to identify future opportunities.
Description: The Bord Bia Strategic Insight team is seeking to appoint a partner agency to undertake a study exploring how hot food to go is evolving in the UK, the new ways it is showing up in selected channels and what the opportunity spaces are amongst consumers in the coming years within this space.
Procedure identifier: 79851184-06c3-4dbd-ae94-a55855de6d20
Previous notice: 0dfb2f4e-59bf-41f3-a147-4fb824807121-01
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): 73110000 Research services
Additional classification (cpv): 73210000 Research consultancy services

2.1.2 *Place of performance*

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

2.1.3 *Value*

Estimated value excluding VAT: 56 000 *Euro*

2.1.4 *General information*

Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001

Title: Invitation to Tender to appoint a partner agency to undertake an Insight study exploring how Hot Food to-go is evolving in the UK and to identify future opportunities.

Description: The Bord Bia Strategic Insight team is seeking to appoint a partner agency to undertake a study exploring how hot food to go is evolving in the UK, the new ways it is showing up in selected channels and what the opportunity spaces are amongst consumers in the coming years 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): 73110000 Research services
Additional classification (cpv): 73210000 Research consultancy services

5.1.2 *Place of performance*
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Additional information:

5.1.3 *Estimated duration*
Duration: 3 *Month*

5.1.5 *Value*
Estimated value excluding VAT: 56 000 *Euro*

5.1.6 *General information*
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

5.1.10 *Award criteria*
Criterion:
- *Type*: Cost
- *Description*: Cost @ 30%
- *Category of award threshold criterion*: Weight (percentage, exact)
  - *Award criterion number*: 30

Criterion:
- *Type*: Quality
- *Description*: Quality @ 70%
- *Category of award threshold criterion*: Weight (percentage, exact)
  - *Award criterion number*: 70

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

6 *Results*

Value of all contracts awarded in this notice: 56 000 *Euro*

6.1 *Result lot Identifier*: LOT-0001

At least one winner was chosen.

6.1.2 *Information about winners*

Winner:

Official name: Empathy Research

Tender:

Tender identifier: 000050283

Identifier of lot or group of lots: LOT-0001

Value of the tender: 56 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: 432059

Date on which the winner was chosen: 29/05/2024

Date of the conclusion of the contract: 14/06/2024

6.1.4 *Statistical information*

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 8

8 *Organisations*

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

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

8.1 ORG-0002

Official name: Empathy Research

Size of the economic operator: *Micro, small, or medium*

Registration number: 545528

Postal address: Unit 9, The Anchorage, Charlotte Quay

Town: Dublin

Postcode: D04 HW61
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: robert@empathyresearch.ie
Telephone: 0862391509
Internet address: https://www.empathyresearch.ie/
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

8.1 ORG-0003
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
Telephone: +353 1 8886000
Roles of this organisation:
Review organisation
Organisation providing more information on the review procedures

8.1 ORG-0004
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
Telephone: +30 2108094500
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: fb56896e-e83d-4e65-b07c-dccbae824577 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 27/11/2025 09:30 +00:00
Languages in which this notice is officially available: English