

ANNEX III: QUESTIONS AND ANSWERS CONCERNING BRIEFING PROMOTION SPANISH SERRANO HAM IN THE NETHERLANDS 2025

1. Question: For the presence of ConsorcioSerrano on Foodspecialiteiten or Gastvrij Rotterdam there will be a separate budget for the stand costs, so please confirm that this is not included in the € 63.000. Is it possible that you share this separate budget with us?

Answer: The costs of renting a stand at a fair should be paid from the 63.000 euro, there is not a separate budget.

2. Question: For the representation on the fair we will include stand crew in our proposal, but can we also expect persons from ICEX and ConsorcioSerrano? Will there be several producers or only Consorcio persons?

Answer: Agency crew members should attend the stand in order to cover the full extension of the fair.

During the fair a person or two of consorcioserrano will attend the fair. Ices workers shall also visit the stand.

During the fair, ConsorcioSerrano Ambassador Karel Klosse will attend the fair as well. Costs of Karel Klosse attending the fair should also be paid from the 63.000 euro budget.

Producers of ConsorcioSerrano will not be allowed at the stand.

3. Question: We confirm that all requested tasks in the briefing will be in the proposal, but is it also allowed to suggest other extra activities?

Answer: Yes it is possible to include extra activities within the budget of 63.000 euro.

4. Question: Concerning invoicing: we are used to invoice 50% of the project in advance, and 50% of the project after the event and the reporting. In that case we can do prepayments for event locations, advertisement etc. Is this also allowed within your contract?

Answer: Only pre-payments for reservation of event/fair stand shall be allowed.

5. Question: Do you have any background of the Consorcio? How many producers are there, how many are listed on the Dutch market, is all Jamon Serrano in the Netherlands branded or also under private label in supermarkets?

Answer: Information concerning consorcioserrano is available at the website <https://consorcioserrano.es/nl/over-consorcio-jamon-serrano/> also available in Dutch language

About the producers: <https://consorcioserrano.es/nl/wie-we-zijn/onze-partners/>

Promotion of the label ConsorcioSerrano should be focused on the Spanish serrano ham and not brands.

6. During Retail event and Horeca Event the presence of ConsorcioSerrano Ambassador Karel Klosse is also requested in order to present the product, ham

cutting technique, etc. Karel Klosse fees shall also be included in the 63.000 euro budget.