

**ANNEX IV: NEW QUESTIONS AND ANSWERS CONCERNING BRIEFING PROMOTION
SPANISH SERRANO HAM IN THE NETHERLANDS 2025**

- 1. Question: Could you share how many agencies are participating in the tender?**

Answer: we cannot share this information due to the fact that it is an open tender and we do not know how many agencies will present a proposal

- 2. Question: How would you prefer to receive the financial solvency documentation? Are there any specific conditions or formats we should be aware of?**

Answer: there are no specific format

- 3. Question: Could we consider integrating Serrano ham with wine pairings in consumer events? A wine tasting event with carefully selected pairings might offer an engaging way to showcase the product.**

Answer: Events for consumers are not part of the scope of this campaign

- 4. Question: How detailed should the proposal be at this stage? Should we already confirm media partners for advertorials, or is it sufficient to suggest potential media partners and fine-tune later in coordination with you?**

Answer: Agency can suggest potential media partners but the more complete the information, the easier it will be to assess whether the proposal is appropriate.

- 5. Question: We were unable to locate the posts by Nigel van der Horst related to Serrano ham. Could you please share the links so we can review the content?**

Answer: They are available at the Instagram account #consorcioserranoes

- 6. Question: Additionally, is there a minimum number of collaborations you would like to see in 2025?**

Answer: No