

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

QUESTION: I would like to check if we have correctly interpreted the response to question 3. In addition to the projects and activities we carry out for our clients, we also organize a large consumer-focused wine festival, which attracts many visitors from the hospitality / horeca industry.

We could include a participation opportunity for Serrano ham as an additional activation within the total budget of €63,000. This activity would complement the other initiatives in the plan. Since the plan already includes PR activities and influencer collaborations aimed at consumers, this could be a valuable addition to the overall strategy.

However, if this does not align with your objectives, we are of course happy to leave it out and focus solely on the activities already outlined.

ANSWER: Consumer focused wine festival will not be included in the tender of promotional campaign of serrano ham in the Netherlands 2025.