



Trade Commission of Spain in New York
REQUEST FOR PROPOSALS 2025

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
TRADE COMMISSION OF SPAIN IN New YORK
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E-mail: tenders@icex.es

REQUEST FOR PROPOSAL – THE BRIEF

Submit to: tenders@icex.es
Closing: April 21, 2025 @ 11:59PM EDT

Date: Abril 8, 2025

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in New York
Contract number	X054-19-2025
Proposal's request	2025/26 Eat Spain Drink Spain Sales Promotion Program in USA
Timing, dates and number possible of renewals	Signed date until July 31, 2026
Max. budget for contract including renewals	\$781,000.00 US dollars tax included
Contract value including renewals	\$781,000.00 (Seven hundred and eighty-one thousand dollars) including all applicable tax. This contract is not renewable.
Qualifying prerequisites	<ul style="list-style-type: none">- Financial solvency: financial accounts for the best of the last three years and minimum of \$1,171,500.00 US dollars.- Technical solvency: proven track record in instore sales promotion activations during the past three years.- Team requirements: a minimum of 2 staff members and a primary contact person which equals 3 people for the full team.
Points to be assigned based on the evaluation of your proposal	Price (max. 30 points); Team Requirements (max. 20 points) and Technical (max. 50 points) for a total of a maximum of 100 points
Documents to be submitted separately, which together are the proposal	<ul style="list-style-type: none">- The proposal: Consists of three separate individual submissions that collectively represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by : April 21, 2025 @ 11:59PM EDT All files should not exceed 4MB in size if sent as attachment. For larger files please use a file transfer service.- The three submissions:<ol style="list-style-type: none">1. Documentation demonstrating qualifying prerequisites, and administrative requisites.2. Technical offer (the work proposal / scope of work)3. Financial offer (price) and automatic criteria
Contact for questions	Only written questions by email before: April 14, 2025 @ 11:59PM EDT to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by the Trade Commission of Spain in New York, invites companies to submit their proposal for the 2025/26 Eat Spain Drink Promotion in USA

ICEX (www.icex.es) is a Spanish public organization, established in 1982, whose main purpose is to promote the internationalization of the Spanish economy. ICEX depends on the Ministry of Economy, Commerce and Business of the Government of Spain (www.mineco.gob.es), whose international economic policy it implements. However, ICEX does not make part of the State administration and has some extent of budgetary and operational autonomy. For the fulfillment of its mission, ICEX counts on a network of professionals specializing in business internationalization. These professionals work at ICEX headquarters in Madrid, at the 30 Territorial and Provincial Trade Offices established at different Spanish cities, and at nearly 100 **Economic & Commercial Offices** located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

1.1. Background

Since its foundation, ICEX has played an important role in the modernization of the Spanish economy. ICEX's original mandate was to promote the export of Spanish products to international markets, and it has had much success, gaining a great deal of experience in the pursuit of this objective. The current catalogue of promotional activities includes: the organization of trade missions, events promoting Spanish produce, aiding the participation of Spanish companies at international trade fairs, and market research and reports, among other services.

Furthermore, ICEX has gradually developed other products and services aimed not only at supporting exporters but also at others involved in the international distribution chain for Spanish products, such as importers, distributors, and members of the press.

Thanks to ICEX's success and Spain's increasing integration into the international economy, ICEX's mandate has been extended and updated to also include boosting the competitiveness of Spanish companies, especially SMEs, and attracting direct foreign investment to Spain. Regarding the first of these objectives, ICEX has developed various informative, educational, and promotional programs to improve the tools available for enhancing the competitiveness of SMEs in foreign markets.

It has also been key in the expansion of Spain's direct foreign investment in international markets, coordinating the different policies and types of support provided by public entities in Spain to offer companies a broad range of assistance. Regarding the second objective, ICEX has played an important role in improving the business environment in Spain, analyzing and adopting best practices in international trade and therefore encouraging foreign investors to develop and expand their projects in Spain.

To achieve its mission, ICEX has an extensive network of professionals who specialize in this field. These professionals work at ICEX's headquarters in Madrid, at the 31 Territorial and Provincial Trade Offices based in different Spanish cities, and around 100 Trade Commissions housed in Spain's Embassies and Consulates worldwide.

1.2. Industry specific information

Spanish food and wine compete with the rest of the world for consumer recognition in the US market. In the last decade Spain has positioned itself as a gastronomic trailblazer and as a gastronomic leader in creativity and innovation.

1.3. Foods from Spain

Foods from Spain includes a variety of quality and gourmet foods such as: olives, olive oils (i.e. as gourmet EVOO sourced from estate grown olives), sherry vinegar (from Jerez a unique product with Designation of Origin), cheeses (Famed Manchego and so many more gourmet cheeses), Ibérico meat, Ibérico ham and charcuterie (Spain's gastronomic jewel) , fish preserves – tuna, anchovies (boquerones), sardines, octopus, etc. -, piquillo peppers, piparra peppers, quince paste, crackers, tortas, gourmet potato chips (truffle, Ibérico ham flavor) pimenton (unique distinctive smoked paprika), saffron, marcona almonds, honey, dried fruit cakes and chocolate. Fresh fruit and produce such as persimmon, lemon, garlic, citrus: lemons and clementines, etc. We also have frozen octopus, squid and bluefin tuna, which has become a big product for us on the foodservice channel. Many of these products are available at a multitude of stores. Here we want to focus on quality stores: Gourmet, Cheese stores, Natural and Organic stores. At the end of 2024 ICEX and Trade Commission of Spain began the process of certifying retailers in recognition of the authenticity and quality of foods products from Spain they carry. The recognition is "Colmados from Spain". In the USA to date, we have three stores certified: Tienda.com, La Jamoteca (Miami), Alabardero tienda (DC) and, in process Despaña in NYC. This program will also cover wine stores.

1.4. Wines from Spain

Wines from Spain offer an extensive range of world class wines crafted from indigenous and organically grown grape varieties, displaying the regional diversity of its 71+ protected designations of origin. With traditions in winemaking dating back to Roman times, and more acreage under vine than any other country, Spain today is the third largest producer of wine, the world leader in wine exports and the #1 leader in organic vineyards planted. In the US market, Spanish wine imports currently rank sixth in volume and fourth in value, offering plenty of opportunity for growth. Wines produced in Rioja, Ribera del Duero, Rias Baixas and Rueda with the native Tempranillo, Garnacha, Albariño and Verdejo grapes are most widely distributed in the US, along with Cava, Spain's signature traditional method sparkling wines, as well as the unparalleled fortified wines of Jerez. But less familiar regions working with Monastrell, Mencia, Bobal, Cariñena, Godello, Macabeo and dozens of other indigenous varieties have also found the favor of the US wine media, trade and wine loving consumer. Other quality alcoholic and adult beverages to highlight and which are beginning to make inroads in the US market, include vermouth, regional ciders, craft beers and a growing line of artisanal gins and spirits.

1.5. Gastronomy

Spain's gastronomy is varied, traditional, modern and cross cultural, giving and taking from the world. Regional traditions are interpreted and reimagined. Famous chefs in Spain such as the Adria Brothers, Ferran and Albert; the Roca Brothers; and the king of grilling Victor Arguinzoniz of Asador Etxebarri have achieved international recognition amongst restaurateurs, chefs and

foodies who love to travel, all of which have helped to create a very positive image for Spain's foods, wines and gastronomy. Clearly this is limited to foodies and chefs in touch with Spain. It is not a generalized perception. Here in the US, they are joined by the irrepressible force of Chef Jose Andres, his team at Jose Andrés Group and Mercado Little Spain in NY (rated 2019 best new restaurant in NY by NYTimes), as well as many excellent independent chefs creating exquisite Spanish cuisine in different regions of the country. These include Chefs Alex Raij and Ed Montero of Txikito and La Vara in NY, Chef Luis Roger of BCN and MAD in Houston, Chef Dani García of Casa Dani in New York City, Chef Katie Button of Curate in Asheville, NC and Chef Javier Canteras of Urdaneta in Portland OR, Mat Schuster of Canela in San Francisco CA, among others.

Since 2021 ICEX and the Trade Commission of Spain in NY have been certifying "Restaurants from Spain" in the USA. This RFS certification recognizes the authenticity of their menu rooted in authentic ingredients from Spain. To date in the USA, we have 95 restaurants certified. These restaurants can be [seen here](#) and in Annex 1 .

1.6. Situation and Opportunity

Independent cheese, gourmet and wine stores are where trends can be built. These stores likely already have a selection of Foods from Spain in case of wine, a selection of Wines from Spain which we would like to promote to the end consumer. To do this we need the retailers to run promotions. The first flight of these promotions must be activated in September 2025, and the second flight, in April - May 2026. Extensions and delays are not possible given accounting requirements.

The opportunity for Spain is to promote what is on the shelf under the theme of Eat Spain Drink Spain.

From a marketing perspective we want to drive awareness, trial and above all usage. How can this promotion help to drive trial and usage. We want people to talk about usage. Gifting is a possibility, especially for the very premium options.

1.7. Project Summary

We are looking for a company (hereinafter "Agency") that can plan, organize, manage and verify a hyper local integrated sales promotion program for Foods and Wines from Spain and tie in Restaurants from Spain.

The program should include incentives such as prizes for consumers, a supporting social media program that drives attention and engages local consumers, in-store activations via signage, sampling and, where possible, cooking classes.

This program is divided into 2 flights:

- Activated in September 2025
- Activated in April -May 2026

We need a hyper-local, integrated promotional campaign designed to increase sales of Spanish products at strategically selected retail partners. This campaign must utilize a micro-targeting approach, focusing on retailers with a substantial existing inventory of Spanish goods. The campaign should encompass:

- An engaging in-store activation challenge to drive foot traffic and product discovery.

- A dynamic social media strategy to amplify the in-store experience and generate online buzz.
- A compelling contest that ties both in-store and online activities together.
- A unifying promotional theme that resonates with the local consumer base and highlights the quality and authenticity of Spanish products.
- A social media component designed to directly support in-store activation, encouraging consumers to participate and share their experiences.

The profile of the stores should be independent cheese, gourmet and wine stores. The priority being stores that can sell both gourmet food products and wine, such as Central Market in TX, Spanish Table in San Francisco, Formaggio Kitchen in Boston, St James in New Orleans, Zingerman's in Ann Arbor, Di Laurentis in Seattle, etc. We also want to highlight retailers that specialize in product from Spain such as: Despaña, Mercado Central and Mercado Little Spain (retail section) in NYC, La Española Meat in LA, The Spanish Table in San Francisco, Delicias de España and La Jamoteca in Miami. In Annex 2 you can see a list of potential retailers.

The idea is to create a treasure / scavenger hunt contest. Local social media could offer consumers prizes, such as a meal for 2 at local Spanish restaurants, ideally a certified Spanish Restaurant. The consumer would have to go to the retailer and post something about the Spanish product he sees in store. The "best" post would be picked as the winner, and the consumer would win a restaurant voucher.

2. WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

2.1. The integrated sales promotion Eat Spain Drink Spain (ESDS)

What we need and are looking for, is a company that can put together an integrated promotional program for Eat Spain Drink Spain (ESDS), that will drive product searching, awareness and ultimately, sales and usage.

Your proposal should consist of:

2.1.1. Sales Promotion

Develop a sales promotion program with a theme and incentive that works with store partners, restaurants and with social media - all working together in an integrated manner. The idea is to create and implement a scavenger hunt... a hunt for foods and wines from Spain. Under this umbrella, the Agency will include all tactics which we explain in the following section. The budget covers all tactics, and the fees related to designing, organizing, implementing, following up, verifying and reporting. Agency will need to indicate budget allocation for this part of the promotion.

The agency / company will need to:

- Identify, contact and negotiate points of sales promotions with each store.
- Design and produce all needed in-store and online creative and materials. These will need to follow Food and Wines from Spain creative design guidelines.
- Negotiate special displays, tastings / demos, classes all part of the cost per point of sale. Do not introduce any discounts. All pricing of products is negotiated between the store and supplier.
- Develop a list of stores it proposes as participants for this promotion. Each food store will need to have a minimum of 10 food products from Spain. For stores which include wines, they should at minimum carry: red, white, sparkling and sherry wines from Spain.
- Propose a minimum number of stores that you guarantee will participate. Cost per store should not exceed \$5,000 dollars.

- The cost per store should include incentives provided to the store, material design, production, shipping, tasting, staffing, verification needs,
- For each promotion, brands and products need to be clearly identified. Coordinate with the store to identify which distributor is supplying the product. All this information needs to be communicated to the Trade Commission of Spain in NY.
- Develop a realistic overall timeline for this project, explaining what makes it realistic.
- Prepare a summary prior to each promotion which will be posted on the Foods and Wines from Spain portal: www.foodswinesfromspain.com.
- Document each promotion - prior, during and post promotion. A report on each promotion is expected.
- Post event reports should indicate description and photos of what was done. Specify results (e.g. displays, placements and sales)

Considerations:

Product will be provided by the importers and exporters, so the agency does not need to purchase or provide product for the point-of-sale (POS) promotion. There are two different scenarios:

- If the participating products don't have a presence in the POS, the importer of the product provides the products for the promotional period and decides on products to be offered as samples. Ideally the goal is that the POS incorporate these products into their portfolio (before the promotion period starts). POS will be offered the possibility of receiving product samples after the ESDS call for inscriptions has finished.
- If the participating products already have a presence in the POS, the products continue to be sold normally in accordance with the commercial agreements in force between the establishment and the importer. Ideally the importer/exporter participates, because he sees value in doing a special promotion during the ESDS campaign and wants to offer special conditions to sell more of the participating products during the campaign period.
- Nevertheless, to be part of the promotional campaign, there must be some kind of promotional effort by the POS for restaurants and bars, in the form of a special menu or special discount that includes the participating products. There is flexibility in the way that these promotional efforts can be articulated.
- Products to be sampled at the POS should be provided by the supplier.
- There should be a minimum of 10 participating products and/or product categories involved.
- Prior to accepting to work with a store, it needs to be cleared and approved by the Trade Commission of Spain.
- The products that typically participate most in these activities (indicative, but not all inclusive) are wines, olive oils, vinegars, tinned seafood, tinned or jarred vegetables (olives, peppers, artichokes), charcuterie, cheeses, rice, pasta, stocks, spices (especially pimentón and saffron), snacks, beer, ciders, gourmet jelly/ preserves and semi-preserves, crackers, tortas, potato chips, spices, sweets and chocolates.
- For each promotion there should be a written agreement which spells out when the promotion will take place, what the retailer will provide, the products and brands that will be featured and what the agency will provide. The agreement can be an email between the people responsible.
- Should conditions not be met, ICEX would not owe the retailer anything. All payments are made after the activation has been verified.

2.1.2. Social Media

The aim of the social media program is to be the engine for the treasure / scavenger hunt. It should motivate the search for food and wine products from Spain at participating retailers and amplify in store promotions. Each store promotion will be featured on the Foods and Wines from Spain portal. If consumers want to know who will be running a foods and wines from Spain promotion, they can consult the portal <https://www.foodswinesfromspain.com/>, which will have a landing page and list of the scheduled promotions. Agency will need to develop content and text for this page and provide information for each promotion to be featured.

Agency proposal should identify the budget it will dedicate to this line item and explain in sufficient detail:

- How the social media program will work and be managed,
- How the proposed program will encourage and incentivize consumers to participate and post the results of their successful scavenger hunt (prizes, discounts, etc.)
- What methods will be used for measuring, tracking, reporting and evaluating performance
- which social channels and proposed accounts would be used.

Providing examples of similar work carried out is encouraged and will help in evaluating the proposal.

2.1.3. E-tailer promotion

The agency will need to contact the corresponding e-tailer and negotiate a promotion that clearly spells out what would be included. It should identify the number of products and brands. The participating conditions are the same as for the in-store promotions.

No price discounts can be offered by ICEX / Trade Commission of Spain. Any discounts must come from the suppliers. E-tailer would have to negotiate directly with the corresponding supplier (distributor / importer/ manufacturer).

We can support with content development, information, social media advertising support that is directly and exclusively linked to the promotion and products from Spain, Email campaigns to customer bases linked to the promotion, prizes and fulfilment linked exclusively to the promotion and its participants.

Any negotiated promotion must be spelled out in writing and approved prior to acceptance and execution by the Trade Commission of Spain. If conditions are not fulfilled, ICEX would not owe anything. In the individual agreements, establish information on metrics that will be provided: visitors, views, impressions, origins of traffic, profile of buyer (if possible) to site during promotional period, compared to other relevant period; sales of participating items / sku's compared to prior period. Establish when reports are to be received. All payments to be issued after the promotion has been executed and verified and ICEX / Trade Commission has received the corresponding report and invoice.

In 2024 a research project was carried out to identify 20 top e-tailers that present an opportunity. Each store received a rating (5 highest – 1 lowest). Below is the result. On the wine side, ICEX already has established a program with Wine.com, but we need to secure a food option. The options you propose should be realistic and guarantee they can be executed within the required time with an appropriate budget. If you cannot guarantee the proposed promotion at the time of proposal submission, please state so. The ability to guarantee it will affect the evaluation of your proposal.

Ranking	Retailers	TOTAL	Product Asso	Supply Chain & Fulfillment	Engagement	Media & Prom	Ecosystem
1	Whole Foods Market	4.4	4.3	4	4.7	4.6	3.7
2	Wine.com	4.4	4.8	4.3	4.5	4.2	4
3	Total Wine	4.3	4.6	4.2	4.5	4	4.3
4	Fresh Market	4	3	3	4.2	4.8	3.3
5	Sur La Table	4	3.4	3.3	4.3	4	3.7
6	Vivino	4	4.6	4	4	3.8	3.7
7	FreshDirect	3.9	3.8	4	4	3.6	4.3
8	Central Market	3.9	4.2	3.3	3.8	4	4
9	Igourmet	3.8	4.6	5	3.3	3.6	4.7
10	La Tienda	3.7	5	4.7	3.3	3.4	4
11	Iberico Taste	3.7	4.8	4.3	3.5	3.4	3.3
12	Amigo Foods	3.6	4.4	5	3.3	3.4	3.3
13	Wine Access	3.6	3.8	4	3.2	3.6	3.7
14	La Espanola Meats	3.6	5	5	3	3.4	3.3
15	Gustiamo	3.5	4.2	5	2.8	3.8	3.3
16	Zingerman's	3.5	4	5	3.3	3.2	3.3
17	The Spanish Table	3.5	4.6	5	2.8	3.4	3.7
18	Citarella	3.5	3.6	3.7	3.2	3.8	3.3
19	Despana Brand Food	3.4	4.6	3.7	2.8	3.6	3.7
20	Iberico Club	3.3	4.8	4	2.7	3.2	3.7

Note: As WFS is already working with **wine.com** to promote the range of wines from Spain which they sell, wine.com should not form part of this RFP.

2.1.4. Reporting

Report Timing

2025 Fall campaign

All invoices and corresponding reports and wrap up report need to be completed by October 17, 2025.

2026 Spring campaign

All invoices and corresponding reports and wrap up report need to be completed by June 12, 2026.

Content of Reports

The report will need to show all that what was planned, executed and achieved. This is important as it's the final document which will show what was the result of all the investment.

For each tactic the Key Performance Indexes (KPI) we, minimally, expect:

Digital and social media program report should include:

- Number of posts created
- Number of posts
- Sample of relevant posts
- Impressions
- Views

- Engagement rate
- CTR (where applicable)
- Overall reach
- If this is linked to an etailer then we expect sales data from the etailer:
- Most popular products
- What content was most seen
- Sales numbers by product / sku

Media program

For the media program we want to see impressions, views, and CTR (identifying geographic origin of click). For ads / dark posts, include the served geo location to where impressions were served.

Point of Sale Program

Each point of sale / store promotion will have an individual report that will include the name of store, address, contacts of the person (name, email, telephone), as well as pictures and graphic material used during the promotion and activities undertaken.

As part of your work process, implement a short questionnaire to obtain appropriate input from the corresponding manager for the store, which will help to evaluate each in-store promotion. The information we are looking for includes a list of participating products, brands, sales numbers comparing to prior period, description of what was done(e.g. signage, special displays, tastings, cooking classes, flyers, email campaigns, etc.), all with corresponding numbers and visuals), feedback from the store on what they believe worked, what they suggest doing differently, and lastly, whether they would participate in a future promotion, stating the reasons for or against the promotion.

All reporting must be submitted and accepted before final payment is issued. All this needs to be completed and handed in by the latest October 17, 2025.

2.1.5. All billing will need to be accompanied by a report

At the end of the promotion a final wrap up report detailing participating stores, what was executed in each store, performance, execution, sales results for each “participating product” and overall promotion compared to prior period.

All promotions before being executed will need to be approved by the Trade Commission of Spain.

Anything that is not included in the proposal and budgeted here will not be admitted. Your proposal will represent the total maximum budget for this program.

3. TERM AND EXTENSION OF THE AGREEMENT

3.1. Term. The services described in the contract will commence from the date the agreement is signed by both parties and will run until July 31, 2026.

3.2. Extension. There is no extension or renewal to this project.

4. BUDGET

- 4.1. Maximum Budget:** The maximum budget for the execution of the fall 2025 and Spring 2026 programs is \$ 781,000.00 US Dollars, **taxes included**. However, the bidders must specify in their bids, as an independent item, the applicable taxes, if any.

The budget allocation for **Fall 2025 is \$467,000 USD** (This covers social media, in-store programs, overall promotions and associated costs, including the agency fee.) In your financial proposal, please indicate how you will allocate the budget between social media, in store promotions (total and per store cost), e-tailer promotions, and the agency fee

The budget allocation for the **Spring 2026 campaign will be \$314,000 USD**. This budget is to cover in-store promotions, social media, digital media and the agency fees.

- 4.2. Estimated contract value:** The estimated total contract includes the contract's base value and the potential value of any extensions or modifications, including any applicable taxes. Accordingly, the total estimated contract value is up to \$781,000 USD, corresponding taxes included, which include the following maximum amounts:

- Contract's maximum budget: \$781,000 USD (for Fall 2025 – Spring 2026)

If any planned activity is not executed, its allocated budget will be removed from the total budget.

5. PAYMENTS AND INVOICES

- 5.1. Contract Amount.** Only the activities, budgets, and procedures included in the Contract will be binding for the Parties. No expenses on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval from ICEX, as represented by the Trade Commission of Spain in New York
- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is **US Dollars**.
- 5.3. Payment schedule.** ICEX operates on a deliverable-based payment model. Advance payments are not issued. Payments are processed exclusively upon successful completion and documented submission of specified deliverables. This includes, but is not limited to, invoices, detailed reports, and material samples demonstrating fulfillment. The specific deliverables should be outlined in the contract.

2025 promotion

The total for 2025 cannot exceed the allocated budget of \$467,000 USD.

You will need to organize your billing into the following deliverables:

- 1. Planning and Strategy-** Full details of promotional elements, including: timeline, list of accounts, contest rules and prizes per market, social strategy, and content development
- 2. Retailer Engagement and Logistics** - Signed LOAs with accounts, products showcased, list of activities by account, Eat Spain Drink Spain microsite live.

3. **Marketing and Pre-Promotion Activities-** Digital Promotional playbook for accounts, account ad support, POS materials printed and delivered.
4. **Promotion Execution** - Proof of all accounts executions; promotional results gathered; account invoices & payouts.
5. **Post-Promotion Analysis and Wrap up Report-** End-of-campaign report, including photos, metrics, and next steps.

2026 promotion

The total for 2026 cannot exceed the allocated budget of \$314,000 USD.

You will need to organize your billing into the following deliverables:

1. **Retailer Engagement and Logistics** - Signed LOAs with accounts, products showcased, list of activities by account, Eat Spain Drink Spain microsite live.
2. **Marketing and Pre-Promotion Activities** - Digital Promotional playbook for accounts, account and support, POS materials printed and delivered.
3. **Promotion Execution** - Proof of all account executions; promotional results gathered; account invoices & payouts.
4. **Post-Promotion Analysis and Wrap up Report** – End-of-campaign report, including photos, metrics, and next steps.

5.4. Invoice details. All the invoices should be addressed to:

ICEX España Exportación e Inversiones, E.P.E. CIF Q2891001F
c/o Trade Commission of Spain
405 Lexington Ave., 47th Floor
New York, NY 10174

The Agency invoice will contain the following elements:

Company letterhead / logo
Address
Date
Invoice number
EIN (tax id)
Description of the item/s being billed
Total amount due

6. REQUIREMENTS

- 6.1 **Financial solvency requirements.** All competing companies will be required to provide a solvency report including financial accounts for the last three years. The minimum turnover requirement is \$1,171,500.00 US dollars on the best of the past three years.
- 6.2 **Technical solvency requirements.** The company must have a strong and proven track record in organizing and executing in-store sales promotions and managing social media. The technical solvency of the company shall be demonstrated by submitting similar activities carried out during the past three years in the United States of America

6.3 Team requirements. The role of each team member assigned to this project shall be specified in the tender. In addition, their curriculum vitae must be included in document 3 only. The company must designate a primary contact person who is informed of all aspects of the contract, including administrative matters, and has direct, continuous communication with ICEX, represented by the Trade Commission of Spain in New York.

A minimum of 3 staff members are expected to be assigned to this project:

Senior Manager: 8 + years managing marketing campaigns involving promotions, in-store activations, and social media programs.

Manager: 4 + years managing promotions, in-store activations and social media programs.

Social media manager: 2 + years managing, coordinating and executing social media programs.

The company will notify the Trade Commission of Spain in New York of any changes to the team that may impact the management and execution of the promotion. Any member leaving the team must be replaced with a person who meets the requirements of this briefing / RFP. Any changes of key personnel may affect the potential renewal of the contract. The company's team will regularly hold meetings with the team of the Trade Commission of Spain in New York to monitor the development of the project. These meetings can be held via videoconference.

6.4 Assignment. The assignment of the contract is not allowed.

7. EVALUATION CRITERIA

7.1. Evaluation criteria. All proposals will be evaluated and compared on equal terms using the following criteria and respective weightings:

EVALUATION CRITERIA		Scores (Max.)
I. Price competitiveness of the tender (DOCUMENT 3)		30
<p>The company submitting the offer with the lowest budget will receive the highest score, and the score for all others will be proportional. The lowest proposed price = maximum score. For all the others, the score will be calculated using the following formula: Points per offer = (price of the lowest offer-proposal / price of offer) X maximum score per criteria.</p> <ul style="list-style-type: none"> Financial Proposals that exceed the maximum available of \$781,000 USD will be excluded. 		
II. Professional team assigned to the project (DOCUMENT 3)		20
Years of experience and background exceeding the proposed key personnel expertise/ qualifications in Sec. 6.4 will be scored as follows:		

Comentado [1]: ¿Por qué nos separamos de los criterios generales de evaluación de ESDS en otros mercados? No lo comprendo...

➤ Senior Manager – 8 + years managing marketing campaigns that involve promotions, in-store activations and social media programs, receives 2 points per additional year, up to a maximum of 10 points.	10
➤ Manager - 4 + years that involve promotions, in-store activations and social media programs, will add 2 points to the score per additional year, up to a maximum of 6 points.	6
➤ Social Media Manager 2 + years managing, coordination and executing social media programs, will add 0.5 points to the score per additional year, up to a maximum of 4 points.	4

III. Technical Proposal (DOCUMENT 2)	50
Technical Proposals that do not receive at least 20 points will be automatically excluded. ICEX will assess the quality of the proposed plan and the extent to which it satisfies most efficiently the objectives of the events, assigning points to each of the components of the Technical Proposal provided will be assessed as follows:	
➤ Integration of In-store Promotions with Social Media and Local Spanish Restaurants: Evaluation of how well the proposed plan incorporates in-store promotions alongside social media and local Spanish restaurants.	10
➤ Social Media Strategy and Tactics: Evaluation of the proposed social media strategy, tactics, and implementation. Points will be awarded based on the following criteria: the level of detail provided, the clarity of the explanation, the inclusion of relevant examples illustrating the tactic, the realism of the proposed tactics, and how well the tactic directly supports and aligns with the objective of promoting the local store promotion	10
➤ Quality and Number of Proposed Stores: Points will be awarded based on: the quantity of proposed and budgeted stores, the degree to which the proposed stores aligns with the required store profile, and the perceived realism / feasibility of your proposed plan.	10
➤ Outreach Process: Description of the process for reaching out to stores, including the steps needed to plan, organize, execute, document, and report on each individual promotion.	5
➤ Timeline: A realistic timeline that clearly outlines the steps involved, demonstrating knowledge and experience in negotiating and setting up in-store promotions.	5
➤ Incorporation of Certified RFS Spanish Restaurants: Points will be awarded to the proposal that can tie in most markets and number of certified restaurants from Spain.	5
➤ KPIs for In-store Promotions and Social Media: The quality and realism of the KPIs proposed for measuring the success of in-store promotions and the social media program.	5
TOTAL	100

The elements of the proposals - other than price and automatic criteria - will be assigned points based on this:

0% of allocated points	Not enough information
25% of allocated points	Almost adequate
50% of allocated points	Adequate
75% of allocated points	Very good
100% of allocated points	Excellent

8. CONTENTS OF PROPOSALS

8.1. Proposal content. Bidders are expected to present a proposal that includes **three (3) separate documents: 1. Administrative Requirements 2. Technical Proposal 3. Financial Proposal**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded.

8.2. Document 1: Administrative Requirements (PDF file). All competing companies must present an electronic file in PDF format, comprising the following documents:

- **Acceptance letter.** All bidders are required to provide an acceptance letter, signed by a legal representative of the company, accepting each and every term and conditions stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last 3 years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work were undertaken. A minimum of **three years' experience** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than \$1,471,500 dollars in the best of the last three years.
- Bidders must clearly state in their offer if they use any of these options (joint ventures, subcontracting) to meet the requirements providing documentation that legally demonstrates the extent and seriousness of the relationship.

8.3. Document 2: Technical Proposal (PDF file) Appendix I. The technical proposal should not make any reference to price nor the resumes of the team, that should be only in "Document 3: Financial proposal". All competing companies must present a detailed work proposal that includes: all aspects that have been asked for in section 2.

The proposal should outline clearly how an integrated promotion for Eat Spain Drink Spain in which food, wine and restaurants are promoted during 2025 flight and 2026 flight separately. The promotion will be mostly focused on in-store activations that bring attention to Spain's foods, beverages and wines. It will be hyper local working with retailers, social media. Use of social media encouraging usage and discovery is prized and desirable. Tying in Spanish restaurants is needed. This can be achieved by using the incentive of meal coupons at these restaurants. Prioritize working with a certified Restaurant from Spain (RFS) list can be seen in annex, at the end of this document, and at website:

<https://www.foodswinesfromspain.com/en/certified-restaurants-from-spain/certified-restaurants#UNITED%20STATES%20OF%20AMERICA>

8.4. Document 3: Financial Proposal and Human Resources

a. Financial proposal (MS Excel file – Appendix I) All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity.

i. **Taxes.** ICEX will evaluate the Financial Proposal based on the prices offered, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes are clearly separated.

ii. **Currency.** The proposal will be drafted in US Dollars (USD).

b. Human Resources (Appendix II) and resumes for team members assigned to the project.

9. SUBMISSION OF PROPOSALS

9.1. Invitation to tender. ICEX, represented by the Trade Commission of Spain in New York, will send this briefing to different companies. The briefing will also be published on the website of the Trade Commission of Spain in New York

9.2. Submission of proposals. The companies wishing to participate in the tender must send the documentation exclusively in digital format (PDF), exclusively and **ONLY to the e-mail tenders@icex.es** before **April 21, 2025 @ 11:59 pm EDT (New York)**. Proposals not submitted within the deadline will be automatically excluded.

9.2.1. Electronic files. All files should be in digital (PDF and MS Excel) format only. Neither e-mails nor individual files sent as attachment should exceed 4MB in size. Should files be larger, the competing companies should use a file transfer service, which they have previously verified (e.g. WeTransfer, Dropbox, or other).

9.2.2. Expenditures. Please note that any expenditure incurred by competing companies in the preparation of the proposals, presentations and quotes will be at the expense of the said companies. Submission of the offer will not generate any fees or reimbursement of any type of expenses from ICEX.

9.2.3. Language. The proposal will be drafted and presented in English.

9.2.4. Acceptance of terms. Submission of a proposal and participation in this tender implies the express acceptance by the competing companies of all the clauses contained in this brief.

9.3. Amendment of proposals. Once competing companies have submitted their proposals, ICEX will not accept the submission of any amendments, additions or corrections, unless the latter result is from a clarification requested by ICEX.

9.4. Clarification of proposals. Competing companies meeting the administrative requirements of the present brief may be invited by ICEX to clarify specific aspects of their technical or financial proposals, which will be done in written.

9.5. Compliance of proposals. All competing companies submitting a proposal should be aware that the Legal Services of ICEX will review the documentation submitted by each company, to ensure compliance with every requirement set in this brief. Non-compliance

with any of the requirements established in the present brief will result in the automatic disqualification of the company concerned.

Assessment of proposals. Document 1 (Administrative Requirements) will be the first to be opened and assessed. Once and only if the competing company has been verified to comply with every requirement set in this brief, will Document 2 (Technical Proposal) be opened, assessed and assigned evaluation scores. Finally, Document 3 (Financial Proposal) will be opened, assessed and evaluated. Thus, the price contained in the financial proposal offer will not be known until that moment.

9.6. Selection of company. A decision will be made as soon as possible from the published proposal due date. The decision will be notified via e-mail to all competing companies, in order to enable the selected company to begin work promptly.

9.7. Contact persons. Questions related to this briefing might be addressed in written form until **April 14, 2025 @ 11:59pm EDT (New York)** only through the e-mail **tenders@icex.es**. In the interest of fairness, any questions by competing companies, as well as the corresponding answers by ICEX, might be shared with all other companies.

10. PROCUREMENT BOARD

10.1. Appointed members of the Procurement Board for the purposes of this tender will be:

President	Veronica Samper	Trade Commissioner
Substitute	Beatriz Escolar	Trade Attache
Member	Katrin Naelapaa	Director, Wines from Spain
Substitute	Yolanda Martinez	Director Finances Trade Com.
Member	Laura Velasco	Head of the Gastronomy Department, ICEX
Substitute	Ascen Martin	Member of the Gastronomy Department
Member	Salomé Martínez	Deputy Director Food Industry Division, ICEX
Substitute	Lucía Vime	Member of the Gastronomy Department
Secretary	Pedro Patiño Segura	Head of the Contracting Department
Substitute	Isabel Arias	Member of the Contracting Department

ICEX's Board of Directors
By Delegation (Resolution of 5 March 2025 BOE
[Official State Gazette] nº. 67 of 19 March 2025

Carlos Jimenez Aguirre
Chief Economic and Commercial Counsellor
Trade Commission of Spain in New York of Spain in New York

ADMINISTRATIVE CLAUSES

1. FINANCIAL PROPOSAL CALIFICATIONS

Disproportionate or anomalous bid. Financial proposals will be evaluated to determine whether they can be considered disproportionate or anomalous. Bids will be considered disproportionate or anomalous when:

- The financial proposal is 20% below the maximum budget, in case there are fewer than three bidders.
- The financial proposal is 10% under the arithmetic mean of the bids submitted, in case there are three or more bidders. Notwithstanding, the most expensive bid will be excluded, when calculating the arithmetic mean.

Whenever a bid is considered disproportionate or anomalous, the interested party will be requested to justify their proposal, its terms and conditions, within the 72 hours following its notification. Having received the plea or the aforesaid time limit having expired, ICEX will decide, upon technical advice, if necessary, on considering the bid disproportionate or anomalous, excluding it accordingly.

Tiebreaker Criteria. In the event of a tie in the score obtained by two or more bidders, it will be resolved by applying the social criteria stated below, in order and referred to at the end of the deadline for submission of proposals. The supporting documentation for the tiebreaker criteria referred to in this clause will be provided by the bidders at the time the tie occurs, and not previously.

- A higher percentage of workers with disabilities or in a situation of social exclusion in the workforce of each of the companies, giving priority in the case of equality, to

the largest number of permanent workers with disabilities in the workforce, or the largest number of workers in inclusion in the workforce.

- Lower percentage of temporary contracts in the workforce of each of the companies.
- Higher percentage of women employed in the workforce of each of the companies.
- The draw, if the application of the above criteria had not resulted in a tiebreaker.

2. OBLIGATIONS

- a. **Technical Quality.** The company awardee shall be responsible for the technical quality of the work and services it may carry out during this contract. It shall also be responsible for any consequences arising for ICEX, or for third parties, from errors, omissions, inappropriate methods, or incorrect conclusions in the performance of the contract. In particular, the company awardee shall be responsible for:

- Ensuring that both the development and the result of the services and work which has been contracted to carry out comply with the quality specifications required by ICEX.
- Compliance with the time-limits agreed with ICEX in each case.
- Omissions, errors, incorrect conclusions, or inappropriate methods that it may recommend and implement during the term of this contract.
- The personnel forming part of the project team assigned to the development and performance of the Contract, with the company bearing sole liability in employment matters for the conduct and operation of the above-mentioned team.
- The processing of any information and data was made available to it.

- b. **Copyright and information rights.** The intellectual or industrial property rights for all works created by the company, as well as all the information gathered by the latter on behalf of ICEX in connection with this contract, shall belong to ICEX, at no extra cost, upon payment of all relevant consultancy fees and expenditure herein agreed. This includes the right to use, reproduce, modify, distribute publicly and via online media. Said rights will be on a global basis and throughout the maximum period of copyright protection, for all the file types, in any format or language, and with all the effects determined by the law.

- i. All materials produced are the property of ICEX, including any intellectual property, printed materials, photography, website, videos and other offline and online publications.
- ii. The company awardee will ensure that all vector files of materials produced, in any medium or format, are delivered to ICEX. This includes all original and edited photography, video, and social media files, which the company guarantees have been produced for ICEX and are not owned by third parties.
- iii. The company shall, at its own expense, defend any claim or threatened claim brought by third parties against ICEX, insofar as the said claim is based on the allegation that the work carried out by the company within the framework of this contract infringes intellectual or industrial property rights of third parties or constitutes an undue appropriation of trade or industrial secrets belonging to third parties.

- c. **Confidentiality.** The company awardee is obliged to maintain professional confidentiality regarding the information and documentation provided by ICEX for the performance of the services. This obligation remains in force both during and after the end of the activities to

which the contract is related, until the said information comes into the public domain or, for any other legitimate reasons, loses its confidential status. This clause shall not apply to information that is (i) in the public domain, (ii) already known to the party receiving it, (iii) disclosed in compliance with court orders or under legal obligations.

- i. The company shall only permit access to confidential information to those persons who have a need to know it for the purposes of carrying out the activities and services under the contract. The company shall be responsible for ensuring compliance with the confidentiality obligations by the personnel in its employment and by any people or entities working in collaboration with the company or subcontracted by it.
- ii. The company also undertakes not to use any confidential information belonging to ICEX to which it may have access for its own or private purposes or for any other purposes.
- iii. Failure to comply with the obligations indicated above shall entitle ICEX to bring civil or even criminal action against the company for any liability that might be applicable.

3. CANCELLATIONS

- a. **Termination.** ICEX reserves the right to unilaterally terminate the contract if the services are not performed by the company in accordance with the instructions received from ICEX, if any of the deadlines applicable to the company are not met, or if there is any failure to fulfil the obligations established in the contract. All of the above is without prejudice to any claims for damages that might arise.
- b. **Cancellation, postponement or modifications of actions.**
 - i. **Cancellation.** In the event of cancellation of an event, ICEX shall solely satisfy the expenses incurred by the company from the date of the contract (and in connection with the same) to the date of formal notice of the cancellation by ICEX. To be reimbursed, the company must submit all documentary invoices of the expenses incurred up to that date.
 - ii. **Postponement.** If the said action is postponed due to sanitary conditions and the subsequent National, Provincial or Local restrictions in place, the parties will try to reach an agreement in good faith that benefits their respective interests as much as possible, to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city for the celebration of the event that limits the number of expected visitors to half of the required, constitutes grounds for postponement of the events. Additionally, the placement of cumbersome sanitary requirements to visitors and exhibitors (quarantines, sanitary tests, etc.), that could limit the attendance at the events, constitute grounds for their postponement.
 - iii. **Modifications.** If the sanitary or travel restrictions in place limit or impede the celebration of one of the events at a suitable date, the parties will try to reach an agreement in good faith to modify the scope or location of the activity.

4. CONTRACT AND JURISDICTION

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in any dispute shall be Spanish. Spanish legislation shall be applicable to the contents of this Tender.

5. DATA PROTECTION

To solve any dispute, disagreement, issue or claim which may arise from the performance of the Agreement executed with the Awardee of this tender, the matter will be referred to Ordinary Courts and Tribunals of Madrid (Spain), expressly waiving any other jurisdiction. The language used in

The parties hereby undertake to respect the current regulations on data protection (General Data Protection Regulation 679/2016 and Organic Law 3/2018 on Data Protection and guarantee of digital rights). The personal data of the contacts of both parties, including data related to the signatories of the agreement and related to the personnel of the Parties that must necessarily be contacted, will be processed by each of the Parties for the purpose of managing the relationship based on the execution of the contract that legitimizes the processing. The retention period for this data will be the duration of the contractual relationship and if they are necessary, or responsibilities may arise in accordance with the applicable regulations or as required by the authorities.

The affected interested parties may exercise their rights of access, rectification, deletion, opposition, limitation of processing, portability by contacting Parties. In case you consider that your data protection rights have been violated, you can contact the Authority on Data Protection.

6. EUROPEAN FUNDING

European Regional Development Fund (ERDF). This project can be subject to the financing from the European Union through the European Regional Development Fund. The successful tenderer will be obliged to comply with the information and advertising obligations set out in Annex XII, section 2.2. of Regulation (EU) 1303/2013 of the European Parliament and of the Council of 17 December 2013¹, and the following:

- In the working documents, as well as in the reports and in any type of medium which is used in the actions necessary for the subject of the contract, the EU emblem will appear in an obvious and noticeable way, in making explicit reference to the European Union and the European Regional Development Fund.
- In any public dissemination or reference to the actions provided for in the contract, whatever the means chosen (brochures, posters, etc.), the following elements must be included in a noticeable manner: emblem of the Union European in accordance with established graphic standards, as well as the reference to the European Union and the European Regional Development Fund, including the motto "A way of making Europe".

¹ Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006.
<http://data.europa.eu/eli/reg/2013/1303/2020-12-29>

Annex 1

List of certified restaurants from Spain. Priority candidates to work with. The Trade Commission of Spain has contacts with the HQ of each group.

Restaurants	City	state
Barcelona Wine Bar - Denver	Denver	CO
Barcelona Wine Bar - Fairfield	Fairfield	CT
Barcelona Wine Bar - New Haven	New Haven	CT
Barcelona Wine Bar - Norwalk	Norwalk	CT
Barcelona Wine Bar - Stamford	Stamford	CT
Barcelona Wine Bar - West Hartford	West Hartford	CT
Barcelona Wine Bar - 14th Street	Washington	DC
Barcelona Wine Bar - Cathedral Heights	Washington	DC
Barcelona Wine Bar - Wynwood	Miami	FL
Barcelona Wine Bar - Westside		
Ironworks	Atlanta	GA
Barcelona Wine Bar - Inman Park	Atlanta	GA
Barcelona Wine Bar - South End	Boston	MA
Barcelona Wine Bar - Brookline	Brookline	MA
Barcelona Wine Bar - Cambridge	Cambridge	MA
Barcelona Wine Bar - Charlotte	Charlotte	NC
Barcelona Wine Bar - Raleigh	Raleigh	NC
Barcelona Wine Bar - Philadelphia	Philadelphia	PA
Barcelona Wine Bar - Pittsburg	Philadelphia	PA
Barcelona Wine Bar - Nashville	Nashville	TN
Barcelona Wine Bar - Houston	Houston	TX
	Knox-	
Barcelona Wine Bar - Dallas	Henderson	TX
Barcelona Wine Bar - Reston	Reston	VA
Boqueria - Flatiron	New York	NY
Boqueria - Soho	New York	NY
Boqueria - West 40th St	New York	NY
Boqueria - W Hartford	West Hartford	CT
Boqueria - Seaport	Boston	MA
Boqueria - Fifth + Broadway	Nashville	TN
Boqueria - Penn Quarter	Washington	DC
Boqueria - Upper East Side	New York	NY
Boqueria - Dupont	Washington	DC
Boqueria - Fulton Market	Chicago	IL
Bulla Gastrobar - Atlanta	Atlanta	GA
Bulla Gastrobar - Charlotte	Charlotte	NC
Bulla Gastrobar - Coral Gables	Coral Gables	FL
Bulla Gastrobar - Doral	Doral	FL
Bulla Gastrobar - Plano	Plano	TX

Bulla Gastrobar - Luna Lounge Tampa	Tampa	FL
Bulla Gastrobar - The Falls	Miami	FL
Bulla Gastrobar - Winter Park	Winter Park	FL
Aventura	Ann Harbor	MI
Cafe BA- BA- REEBA	Chicago	IL
Jaleo Chicago	Chicago	IL
Mama Delia	Chicago	IL
Little Madrid Tapas Café	Chicago	IL
Lil' Ba-ba-Reeba	Chicago	IL
Xuntos	Santa Monica	California
Urdaneta - PDX	Portland	OR
	Woodland	
Gasolina Cafe	Hills	CA
Jaleo Las Vegas	Las Vegas	NV
Teleferic	Walnut Creek	CA
BCN Taste & Tradition - Houston	Houston	TX
Jaleo Orlando (Disney Springs)	Orlando	FL
Leku - Miami	Miami	FL
MAD Houston TX	Houston	TX
Niu Kitchen	Miami	FL
Sketches of Spain	Dallas	TX
Xixón	Miami	FL
Cala Millor	Miami	FL
CAPA	Orlando	FL
Zeru Miami	Miami	FL
Basque Tapas Bar Restaurant	Tarrytown	NY
Basque Tapas Bar Restaurant	Piermont	NY
Canela Bistró SF	San Francisco	CA
Casa Dani	Nueva York	NY
Curate	Asheville	NC
La Barra at MLS	Hudson Yards	NY
La Nacional Restaurant	New York	NY
Leña at MLS	New York	NY
Salinas Restaurant and Tapas Bar	New York	NY
Spanish Diner at MLS	New York	NY
Tomiño Taberna Gallega	New York	NY
Jaleo DC	Washington	DC
	Puerto Rico	
Chotis en Avila	San Juan	Rico
La Cuchara	Baltimore	MD
El mercat bar de tapas	Rockville	MD
Madrid Spanish Taverna - (Georgia)	Roswell	GA
Taberna del Alabardero	Washington	DC
Xiquet	Washington	DC
Despaña Fine Foods and Tapas Café	New York	NY

Plane and Level (TX)	Spring	TX
La Bodega by Curate	Asheville	NC
Jamón Jamón	Washington	DC
Brasa	Washington	DC
Casa Teresa	Washington	DC
Spain Wine Bar	Ocean City	MD
Ser	Arlington	VA
Bar Vinazo	Brooklyn	NY
Toro Kitchen + Bar	San Antonio	TX
Meson Sabika	Naperville	IL
Costa Brava Bistro	Bellaire	TX
Casa Juancho	Miami	FL
Socarrat Paella Bar - Chelsea	New York	NY
Socarrat Paella Bar - Midtown East	New York	NY
Socarrat Paella Bar - Nolita	New York	NY

Annex 2

List of potential retailers. Agency will have to reach out. Id contact. Negotiate promotion. Share all contact and contact information with the Trade Commission of Spain in NY.

Store	City	State	Food	Wine
Shea Cheese	Pheonix	AZ	Food	
Canyon Grocer by Kurt & Whey	Santa Monica	CA	Food	
Cheese Plus	San Francisco	CA	Food	Wines
Market Hall Foods - OAKLAND	Oakland	CA	Food	
Spanish Table	Berkeley	CA	Food	Wines
Cailloux Cheese Shop	Santa Ynez	CA	Food	Wines
Cheese Shop 831	Capitola	CA	Food	
CULTURED SLICE	Hermosa Beach	CA	Food	
Daily Driver	San Francisco	CA	Food	
Gourmet Imports	Alhambra	CA	Food	
Marin French Cheese Co (RETAILER)	Petaluma	CA	Food	
Milkfarm	Los Angeles	CA	Food	Wines
Nicasio Valley Cheese Company Creamery Store	Nicasio	CA	Food	
Paradise Pantry	Ventura	CA	Food	Wines
Rainbow Grocery Cooperative	San Francisco	CA	Food	Wines
Taylor's Market	Sacramento	CA	Food	
The Cheese School of San Francisco	San Francisco	CA	Food	
Venissimo Cheese	San Diego	CA	Food	
Le Frigo	Boulder	CO	Food	
So Damn Gouda	Denver	CO	Food	Wines
St Killians	Denver	CO	Food	

St. Kilian's Cheese Shop & Market	Denver	CO	Food	
Cheese Importers Warehouse	Longmont	CO	Food	
Springside Cheese Shop	Pueblo	CO	Food	
The Truffle Cheese Shop	Denver	CO	Food	
Arethusa Farm Dairy	Bantam	CT	Food	
Bleu on Bank	New Milford	CT	Food	
Fairfield Cheese Company	Fairfield	CT	Food	
Greenwich Cheese Company	Cos Cob	CT	Food	
Bowers Fancy Dairy Products	Washington	DC	Food	
Golden Rind Cheese and Wine	Fort Myers	FL	Food	Wines
Plum Market (Aventura)	Aventura	FL	Food	
Starkey Market	Trinity	FL	Food	
Capella Cheese	Atlanta	GA	Food	
The Spotted Trotter	Atlanta	GA	Food	
All Together Now	Chicago	IL	Food	Wines
Beautiful Rind	Chicago	IL	Food	Wines
LUSH Wine and Spirits	Chicago	IL	Food	Wines
Picnic Wine & Provisions	Chicago	IL	Food	Wines
Potash Markets	Chicago	IL	Food	Wines
Oh Mamma's on The Avenue	South Bend	IN	Food	
St James Cheese Company - Warehouse District	New Orleans	LA	Food	
St James Cheese Company- Uptown	New Orleans	LA	Food	
Acquistapace's Covington Supermarket	Covington	LA	Food	Wines
Cuban Liquor & Gourmet Shoppe	Shreveport	LA	Food	Wines
St James Cheese Company	New Orleans	LA	Food	
Curds and Co	Brookline	MA	Food	
Formaggio Kitchen Cambridge	Cambridge	MA	Food	
Guido's Fresh Market - Great Barrington	Great Barrington/Great Barrington/Please forward all payment to Tom in the Pittsfield Location once the campaign has finalized.	MA	Food	Wines
Guido's Fresh Market - Pittsfield	Pittsfield/Great Barrington/Please forward all payment to Tom in the Pittsfield Location once the campaign has finalized.	MA	Food	Wines

The Cave	Gloucester	MA	Food	Wines
American Provisions	South Boston	MA	Food	
Bean & Cod	Falmouth	MA	Food	
Bloomy Rind	Hingham	MA	Food	
Eve & Murray's Farm to Home	Acton	MA	Food	
Formaggio Kitchen Cambridge	Cambridge	MA	Food	
Formaggio Kitchen Kendall	Cambridge	MA	Food	
Formaggio Kitchen South End	Boston	MA	Food	
Grand Trunk Wine & Cheese	Newburyport	MA	Food	Wines
Pecorino	North Grafton	MA	Food	Wines
Provisions Williamstown	Williamstown	MA	Food	Wines
Rubiner's Cheesemongers	Great Barrington	MA	Food	
Shubie's Marketplace	Marblehead	MA	Food	Wines
The Cheese Market at Leary's	Newburyport	MA	Food	Wines
The Cheese Shop (Concord)	Concord	MA	Food	
The Grey Barn and Farm	Chilmark	MA	Food	
Wasik's Cheese Shop	Wellesley	MA	Food	Wines
Windfall Market	Falmouth	MA	Food	Wines
Dawson	Rockville	MD	Food	
Dawson's Market	Rockville	MD	Food	
Firefly Farms Creamery & Market	Accident	MD	Food	
Piazza Italian market	Easton	MD	Food	
Bleecker & Greer	Rockport	ME	Food	
Monte's Fine Foods	Portland	ME	Food	Wines
Rooster Brother	Ellsworth	ME	Food	
The Cheese Iron	Scarborough	ME	Food	
Dolcetto Cheese & Specialty Goods	Farmington	MI	Food	Wines
Mongers Provisions	Berkley	MI	Food	
Zingerman's Delicatessen	Ann Arbor	MI	Food	Wines
Aperitivo	Grand Rapids	MI	Food	Wines
Cantoro Italian Markets & Trattoria	Plymouth	MI	Food	Wines
Eastman Party Store	Midland	MI	Food	Wines
Mongers' Provisions	Detroit	MI	Food	
Plum Market (Ann Arbor)	Ann Arbor	MI	Food	
Plum Market (Bloomfield)	Bloomfield Twp,	MI	Food	
Plum Market (West Bloomfield)	West Bloomfield	MI	Food	
The Cheese Lady (Fenton)	Fenton	MI	Food	
The Cheese Lady (Grand Rapids)	Grand Rapids	MI	Food	Wines
The Cheese Lady (Muskegon)	Muskegon	MI	Food	Wines
The Cheese Lady (Traverse City)	Traverse City	MI	Food	
France 44	Minneapolis	MN	Food	

Surdyk's Cheese Shop	Minneapolis	MN	Food	
Cork & Rind	St. Charles	MO	Food	Wines
Babcock & Miles	Red Lodge	MT	Food	Wines
Orrman's Cheese Shop	Charlotte	NC	Food	
The Culture Shop	Charlotte	NC	Food	
Orrman's Cheese Shop	Charlotte	NC	Food	
The Culture Shop	Charlotte	NC	Food	
Littleton Food Coop	Littleton	NH	Food	Wines
Cheese on Main	Ocean Grove	NJ	Food	
Market Basket	Hawthorne	NJ	Food	
Mouse Hole Cheese Shop	Albuquerque	NM	Food	
Bedford Cheese	NY	NY	Food	
Despaña	NY	NY	Food	
Ideal Cheese	NY	NY	Food	
Mercado Central	Brooklyn	NY	Food	
Baldor Foods		NY	Food	
Bimi's Cheese Shop	Chatham	NY	Food	
Bloomy Cheese & Provisions	Dobbs Ferry	NY	Food	
Callee1945	Oneida	NY	Food	
Despaña Vinos y Mas	New York	NY	Food	Wines
Dobbs & Bishop Fine Cheese	Bronxville	NY	Food	
Murray's Cheese Bleeker	New York	NY	Food	
Murray's Cheese Grand Central	New York	NY	Food	
Second Mouse Cheese	Pleasantville	NY	Food	
The Curd Nerd	Syracuse	NY	Food	
The French Picnic	Patchogue	NY	Food	
The Greene Grape	Brooklyn	NY	Food	Wines
Black Radish Creamery at North Market	Columbus	OH	Food	
Dorothy Lane Market	Dayton	OH	Food	
Marchant Manor Cheese	Cleveland Heights	OH	Food	
The Rhined	Cincinnati	OH	Food	Wines
Urban Stead Cheese	Cincinnati	OH	Food	
Chasing The Cheese	Peterborough	ON	Food	
La Jolie Cheese Shop	Aurora	ON	Food	
Sweet Cheeses	Guelph	ON	Food	
The Cheese Encounter	Thunder Bay	ON	Food	
The Mouse Trap	Midland	ON	Food	
Rogue Creamery Cheese Store	Central Point	OR	Food	
The Oregon Cheese Cave	Talent	OR	Food	
DiBruno Bros. - ARDMORE FARMERS MARKET	Ardmore	PA	Food	
DiBruno Bros. - ITALIAN MARKET	Philadelphia	PA	Food	Wines

DiBruno Bros. - RITTENHOUSE SQUARE	Philadelphia	PA	Food	Wines
DiBruno Bros. - THE FRANKLIN	Philadelphia	PA	Food	Wines
DiBruno Bros. - WAYNE	Wayne	PA	Food	Wines
Grand Formage	Skippack	PA	Food	
Chantal's Cheese Shop	Pittsburgh	PA	Food	
The Aging Moon	Orefield	PA	Food	
Bleu & Persillé	Montréal	QC	Food	
MOZZ	Newport	RI	Food	
Goat.Sheep.Cow	Charleston	SC	Food	
Greys Fine Cheeses - Nashville	Nashville	TN	Food	
Euphoric Cheese Shop	Knoxville	TN	Food	Wines
Antonelli's Cheese Shop	Austin	TX	Food	
Central Market	Dallas	TX	Food	Wines
Grazeables	Tomball	TX	Food	
Otto's Cheese Shop	New Braunfels	TX	Food	
Scardello Artisan Cheese	Dallas	TX	Food	Wines
Ten: One Cheese Shop	Denton	TX	Food	Wines
The Cheese Shop	Williamsburg	VA	Food	
Arrowine	Arlington	VA	Food	Wines
Cheesetique	Alexandria	VA	Food	Wines
Ellwood Thompsons	Richmond	VA	Food	Wines
The Cheese Shop (Williamsburg)	Williamsburg	VA	Food	Wines
Truckle Cheesemongers	Richmond	VA	Food	
Co-op Food Stores	White River Junction	VT	Food	
Mad River Taste Place	Waitsfield	VT	Food	Wines
Bayview Thriftway	Olympia	WA	Food	Wines
Beechers Handmade Cheese	Seattle	WA	Food	
DeLaurenti Specialty Food & Wine	Seattle	WA	Food	Wines
Eastside Olympia Food Coop	Olympia	WA	Food	
Door Artisan Cheese Company	Egg Harbor	WI	Food	
Fromagination LLC	Madison	WI	Food	
LaClare Farms Specialties / Mosaic / FG Holding Co	Malone	WI	Food	
Noble Rind Cheese Company	Viroqua	WI	Food	
The Milk Merchant	Wausau	WI	Food	
Dos Olivos Market (several)		TX	Food	
Dairy Maids	Houston	TX	Food	
Wally's Wine & Spirits – Fine Wines & Gourmet Foods	Los Angeles	CA	Food	Wine