

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.

Trade Commission of Spain in New York

Address: 405 Lexington Ave. 47 Fl.

New York, NY 10174

E-mail: tenders@icex.es

Date: March 20, 2026

REQUEST FOR PROPOSALS

Submission: tenders@icex.es

Deadline: April 10, 2026

9:00 AM NY / 3:00 PM CET

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in New York
Contract number	X054-62-2025
Proposal's request	<p>Seeking to engage a market research and or consulting company to conduct research producing four market studies in the food and beverage sectors in the US market.</p> <ul style="list-style-type: none"> a) Market Study 1. US Hispanic Market b) Market Study 2. Gourmet Food & Wine Market mapping c) Market Study 3. Perception, Positioning and Potential for Spain's Table Olives d) Market Study 4. Understanding Beverage Consumption Preferences and Marketing Strategies for Generation Z and Young Millennials <p><u>The interested companies can present a proposal for one, two, three or four of the requested market studies.</u> It shall be properly identified within the bids submitted.</p>
Timing, dates and possible number of renewals	From date of signature until June 26 th , 2026. No extensions
Max. budget for contract excluding renewals	\$337,723.00 (three hundred and thirty-seven thousand, seven hundred and twenty-three US dollars) taxes excluded, in accordance with the breakdown set out below:
	<ul style="list-style-type: none"> a) \$130,000 USD (one hundred and thirty thousand US dollars). U.S. Hispanic Market – Opportunities for Spain's Gourmet Food, Drinks & Wines tax excluded b) \$69,683 USD (sixty-nine thousand, six hundred and eighty-three US dollars) for Who's who - Gourmet Food & Wine Market Mapping tax excluded c) \$69,683 USD (sixty-nine thousand, six hundred and eighty-three US dollars) for The Perception, Positioning, And Potential for Spain's Table Olives in the US Market, tax excluded d) \$68,357 USD (sixty-eight thousand, three hundred and fifty-seven US dollars) Understanding Beverage Consumption Preferences and Marketing Strategies for Generation Z And Young Millennials in the United States. taxes excluded
Qualifying prerequisites for the total of all 4 studies or individual ones.	<p>- Financial solvency: financial accounts for the best of the last three (3) years and minimum of \$506,585 USD, should your company present proposals for all four research projects. Or if you are presenting offers for one or more you need to meet these individual solvency thresholds:</p> <ul style="list-style-type: none"> a) Market Study 1. US Hispanic Market \$195,000 b) Market Study 2. Gourmet Food & Wine Market mapping \$104,525 c) Market Study 3. Perception, Positioning and Potential for Spain's Table Olives \$104,525

	<p>d) Market Study 4. Understanding Beverage consumption new generations \$102,536</p> <ul style="list-style-type: none"> - Technical solvency: proven track record in the research of the food & beverage sectors in the US market during the past three (3) years. - Team requirements: a minimum of three staff members and a designated primary contact person for the corresponding research projects for which you present an offer.
Points to be assigned based on evaluation of your proposal	Price (max. 30 points), Technical (max. 70 points)
Documents to be submitted separately, which together are the proposal	<ul style="list-style-type: none"> - The proposal for each research project: Consists of three separate submissions that all together represent the proposal. Each individual submission needs to be emailed to this address only: tenders@icex.es by April 10th 9:00 AM NY / 3:00 PM CET. 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. Document 1: Documentation demonstrating qualifying prerequisites and administrative requisites. 2. Document 2: Technical offer (the work proposal / scope of work) <u>A separate technical proposal shall be prepared for each market study for which a bid is submitted.</u> 3. Document 3: Financial offer (price). <u>A separate financial proposal shall be prepared for each market study for which a bid is submitted. Annex II Financial Proposal for Document</u> 4. Document 4: Annex I Team members (Excel) 5. Plus, documentation evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan -UE Funds-). Annex III.
Contact for questions	Only written questions by email before Deadline: April 1, 2026 9:00 AM NY / 3:00 PM CET to tenders@icex.es

ICEX España Exportación e Inversiones, E.P.E. (hereinafter, ICEX), represented by Trade Commission of Spain in New York (Oficina Económica y Comercial de España en Nueva York), invites companies to submit their proposal or proposals for the market studies it wishes to be considered for. All these projects are focused on the U.S. food and beverage sectors.

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 more than 100 **Trade Commission offices** located in Spanish embassies and consulates all over the world.

1. PROJECT DESCRIPTION

1.1 BACKGROUND

One of the key missions of the New York Office, as the representative of ICEX in the United States of America, is to build Spain's food and beverage exports to the US market. To achieve this goal, the Office annually plans, implements, and monitors a variety of activations and initiatives, all coordinated with ICEX's head office in Madrid, Spain.

Each year's programs feature a variety of activations. These activations are designed and tailored based on in-depth knowledge of US food and beverage sectors. This approach ensures that not only are the opportunities, characteristics, challenges, and current trends in the American market considered, but also the strategies being deployed by competing countries whose products rival Spain's offerings in the USA.

Given these requirements, it is essential for the Trade Commission / ICEX to secure expert advice from specialized consulting companies with a thorough understanding and knowledge of the market and its evolving trends. Such companies can provide targeted recommendations and actionable guidelines to inform and shape ICEX's strategy in United States.

1.2 RESEARCH OBJECTIVES

In line with the above, we are seeking to engage the appropriate company/s to conduct the following research projects: (i) the Hispanic market (ii) the identification of market key players, (iii) opportunities for the Spanish table olives, and (iv) consumption trends in the beverage sector, according to the specifications outlined in this brief.

(i) US Hispanic market

Spain offers a wide range of gourmet products, including premium foods, beverages and wines with a strong cultural tradition. The Hispanic population in the U.S. is a fast-growing consumer segment, with significant cultural influence and purchasing power. It comprises 68 million people,

representing 20% of the U.S. population, with 57% of the Hispanic market being of Mexican origin (source: U.S. Census Bureau, August 2025).

This project aims to identify which gourmet, specialty foods, beverages and wines products from Spain have the greatest potential among Hispanic consumers, assess the influence and affinity of the “Spain” brand, and determine in which US metropolitan markets to focus, as well as define optimal marketing and distribution strategies. It will be important to define which segment of the Hispanic market and where it is located.

(ii) Who’s who - Gourmet Food & Wine Market Mapping

The US gourmet food market (valued as 207 B USD worth), natural/organic market (282 B USD), and ethnic food segment offer prime opportunities for Spain’s small and medium companies. This project is aimed at developing the knowledge and contacts needed to gain distribution for their products.

The project should consist in a detailed market landscape analysis and "Who's Who" mapping of the Gourmet Food and Fine Wine retail trade in the market across selected major metropolitan areas in the United States. The goal is to identify and profile the key players in the supply chain to establish a comprehensive contact database for strategic partnership and distribution planning. Geographic Focus / Markets: Florida (Miami, Tampa, St. Petersburg), Texas (Houston, Austin, Dallas), California (San Francisco, San Diego, Los Angeles), Northeast corridor: (NY/NJ/CT/PA/MD/MA), Midwest (Minneapolis–St. Paul, Chicago), Colorado (Denver /Boulder).

(iii) The Perception, Positioning and Potential for Spain’s Table Olives in the Us Market

The aim of this research project is to analyze the perception, positioning, and growth opportunities for Spanish table olives in the US market. Identifying consumer trends, the value component of Spanish olives, and strategic areas that will strengthen their competitiveness against similar products such as Greek Kalamata olives, California Ripe olives and others.

It looks like the US consumer is moving beyond the traditional, functional use of olives—such as an ingredient for pizzas and salads—towards a consumption experience linked to pleasure and wellness, embracing the concept of “healthy indulgence”. This shift is driving demand for innovative formats like liquid-free pouches, ready-to-eat snacks, and bold, unexpected flavors. Against this backdrop, understanding whether the “Spain” brand adds value to olives is critical, along with identifying other key factors that can help us adapt the offering and strengthen our position in the US market.

(iv) Understanding Beverage Consumption Preferences and Marketing Strategies for Generation Z And Young Millennials in the United States

The 25–35 age group makes up 13.2% of the U.S. population—around 45 million trend-driven consumers which represent a strategic opportunity.

This research project should cover both alcoholic and non-alcoholic beverages, paying particular attention to the consumption of wine and mixers. Its objective is to identify trends, preferences, and motivations among young people when choosing beverages, and to offer practical conclusions that can serve as a basis for designing marketing strategies aimed at these groups.

2. WHAT WE ARE ASKING FOR – PROPOSALS SHALL INCLUDE

ICEX, in collaboration with the Ministry of Agriculture (MAPA) of the Government of Spain, has identified the USA as a key target market for Spain. To deepen its understanding and identify opportunities, ICEX and MAPA aim to engage with one or several consulting companies to conduct four comprehensive market research projects.

These research projects will analyze various aspects of the USA market in the food and beverage sectors, pinpointing priorities in each of the mentioned fields, its challenges, and medium-term needs. It will also explore ways in which Spain can act as a strategic partner to help meet these needs, capitalizing on the strengths of the Spanish agrifood industry.

Scope of each of the four market research projects

The following components, specified for each study, should be included as a minimum:

(i) US Hispanic market – opportunities for Spain’s gourmet food, beverages & wines

Scope:

1. Provide relevant demographic snapshot of the US Hispanic market: size, growth projections, geographic location, etc
2. Conduct market research on Hispanic consumer preferences for gourmet foods, beverages and wines from Spain.
3. Identify how Spain is perceived by different Hispanic niches/audiences based on their origin (e.g., Tejano vs. Nuyoricán vs. Cuban American vs. Chicano, etc.).
4. Analyze the competition of Spanish products and similar offerings in the U.S. market.
5. Identify priority cities based on demographic, economic, and socio-cultural factors.
6. Identify and map key retailers in the corresponding cities/metro areas to reach and engage the Hispanic market segment identified as the best prospect for Spanish products (e.g., Whole Foods, Trader Joe’s, Central Market, Erewhon, The Fresh Market, Citarella, Marky’s, Murray’s, Zupan’s, New Seasons Market, Cardenas Markets, El Super, Fiesta Latina, Sedano’s, Fiesta Mart, etc.) and distributors (regional and national) that supply the identified retailer profile.
7. Analyze language strategy for marketing: English with cultural nuances vs. Spanish-focused approach.
8. Describe how a Spanish product should be positioned toward the Hispanic market segment, considering examples. Should cultural aspects be highlighted to achieve “Likeability”?
9. Deliver a strategic roadmap for market entry and growth

Deliverables

A comprehensive report including:

1. Market size and growth projections for the Hispanic segment, identifying relevant niches/market segments (by country of origin, age, market/metro area, language preferences).
2. Key product categories with the greatest opportunity for foods, beverages, wines from Spain.
3. Recommended markets/metro areas with justification.
4. List of retailers and distributors with corresponding contact
5. Recommendations on language and cultural adaptation for marketing.

6. Executive presentation with findings and recommendations.
7. Optional: Implementation workshop with the client's team.

(ii) Who's who - Gourmet Food & Wine Market Mapping Scope

This study aims to map the “Who’s Who” of gourmet, natural food and alcoholic beverage retailers, with an emphasis on premium wines, in selected US metropolitan areas. A detailed analysis of the market landscape and a map of the “Who’s Who” in the gourmet food and premium wine retail sector across selected US geographic areas is required. The goal is to identify and profile key players in the supply chain to build a comprehensive contact database that supports planning for market entry strategies and distribution development.

The study should identify and profile the following three key categories within the gourmet and fine wine sector for each target market.

CATEGORY	DEFINITION / APPROACH	REQUIRED DATA (per record)
Importers	Companies that bring gourmet products and/or fine wines into the U.S. and actively serve the target markets.	Company name, Location/Headquarters, focus (Food/Wine/Both), Key contact name (Owner, Purchasing Director, General Manager), Position, Email, Phone, Main geographic coverage.
Distributors	Regional or national companies responsible for selling and delivering gourmet foods and/or fine wines to retailers and on-premises accounts in the target markets.	Company name, Relevant location, focus (Food/Wine/Both), Key contact name (Category Managers and Directors), Position, Email, Phone, Main geographic coverage.
Gourmet Retailers (On- and Off-Premises)	Independent, regional, or national stores specializing in gourmet foods and/or premium wines/spirits. Includes: specialty food stores, fine wine liquor stores, premium cheese shops, curated gourmet markets and delicatessens.	Business name, Physical address (in target area), focus (Food/Wine/Both), Key contact name (Owner, Lead Buyer, Category Managers for wine/food), Position, Email, Phone, Estimated size (Small/Medium/Large).

Deliverables:

Comprehensive Database	A consolidated, easily filterable electronic file (Excel or Google Sheets) containing all identified entities and their contact information, structured according to the table above.
Market Summary Report	A concise report (approx. 5–10 pages) providing an overview of the competitive landscape in the target markets, including: Geographic Analysis: Which importers/distributors dominate each target market. Top 5 Players: Identification of the five most influential importers, distributors, and retailers based on presence and reputation in each market. Key Trends: Summary of trends, challenges, and opportunities (e.g., growth of organic/natural products, consolidation, on-demand delivery

services, etc).

(iii) The Perception, Positioning, And Potential for Spain’s Table Olives In The Us Market

The analysis covered by the research will be mainly qualitative and strategic in nature, based on quantitative information provided by industry associations and market statistics.

Scope:

Product Perception	The study should determine whether olives in the USA are mainly perceived as a snack, an ingredient, or a gourmet product.
Market Segmentation and Potential	Identify the main consumer segments in the USA, considering demographic, psychographic (foodies, health-conscious, sustainability-minded consumers), and behavioral variables (occasional buyers, loyal customers, price-sensitive consumers, etc.). The study should also estimate the size and potential of each segment.
Competitive Benchmarking	Comparative analysis of USA consumer perception of Spanish olives versus competitors (Greek Kalamata, California Ripe, etc) on key attributes such as quality, taste, texture, size, authenticity, health/nutrition, and value for money.
Importance of Origin	Analyze how relevant origin is to consumers and whether there is a preference for “Made in Spain.”
Attribute Association	Identify the values and attributes USA consumers associate with Spanish olives (tradition, modernity, gourmet quality, commodity) and compare them with those linked to our main competitors.
Variety Awareness	Assess consumer awareness of Spanish olive varieties (Manzanilla, Gordal, Hojiblanca) versus generic denominations (green/black olives) and others.
Flavor and Stuffing Preferences	Identify the most popular olive flavors and fillings (jalapeño, blue cheese, anchovies, roasted garlic), as well as emerging taste trends in this market. Include comparison with main competitors.
Purchase Drivers	Analyze and identify the most influential factors in purchase decisions: price, taste, brand, origin, recommendations, familiarity, usage occasion, product presentation, certifications.
Formats and Packaging	Identify preferred consumption formats (whole, pitted, sliced) and packaging types (cans, jars, ready-to-eat pouches), and link these preferences to trends in convenience and healthy snacking.
Emerging Channels and Consumption Trends	Analysis of new distribution channels such as vending, and exploration of emerging consumption trends, including the use of olives in mixology and cocktail culture.

Deliverables:

Executive Report:	Document outlining key findings and conclusions, presented in a visual format.
Opportunity Matrix	“What the USA consumer wants” vs. “What Spain offers.”

Definition	of main USA olive consumer profiles.
Strategic recommendations	on product innovation (flavors/packaging) and communication (sales arguments for the US consumer).

(iv) **Understanding Beverage Consumption Preferences and Marketing Strategies For Generation Z And Young Millennials in the United States.**

This research project should cover both alcoholic and non-alcoholic beverages, paying particular attention to the consumption of wine and mixers. Its objective is to identify trends, preferences, and motivations among young people (24 to 35 years old) when choosing beverages, and to offer practical conclusions that can serve as a basis for designing future marketing strategies aimed at these groups.

Scope

Identify beverage consumption	Determine what young adults drink, including alcoholic drinks (wine, beer, spirits, mixers) and non-alcoholic options (mocktails, soft drinks, functional drinks, etc.).
Segment generational cohorts	Divide the target group (ages 24–35) into relevant subgroups for tailored marketing strategies.
Categorize preferences	Classify consumption patterns by beverage category and frequency.
Explore motivating factors	Analyze drivers such as flavor, health considerations, social influence, image, sustainability, and price.
Consumption occasion and patterns	Identify when and where consumption occurs (at home, bars, social events, virtual gatherings, etc).
Geographic Considerations	Rank markets with highest target population, high-potential markets / metropolitan areas, and trend-setting markets.
Communication strategies	Recommend effective channels, tone, and media for engagement and conversion.
Examine cultural values	Assess the impact of authenticity, product origin, inclusion, and sustainability on messaging and brand positioning.
Retailers	Id retailers that have strong affinity, attract this young target market.

The consulting firm or research company must indicate how it will obtain the information, as well as the scope and limitations, covering as a minimum:

- **Quantitative research** (surveys across different demographic segments within Generation Z and young millennials, statistical analysis of consumption frequency, brand preferences, and price sensitivity, purchase of third-party data from providers such as Carvana, Nielsen, etc.)
- **Qualitative research** (focus group interviews to explore motivations and attitudes, active social media listening and trend analysis, determine the value/impact/influence that the origin/image of Spain has on how the corresponding beverage is perceived.
- **Competitive Benchmarking** (review of current campaigns targeting these groups).
- **Strategic Marketing Framework:** Recommended tone (e.g., authentic, casual, socially conscious); preferred channels (TikTok, Instagram, YouTube, podcasts,

experiential events), content formats (short videos, influencer collaborations, interactive campaigns).

Deliverables:

Full Report	A comprehensive report including detailed data visualizations, analysis, and conclusions.
Strategic Recommendations	Actionable recommendations for marketing and communication strategies based on research findings.
Executive Presentation	A concise presentation highlighting key insights and next steps for implementation.

The companies interested may send a proposal for one, two, three or four of the market studies.

3. TERM AND EXTENSION OF THE AGREEMENT

3.1. Term. The services described in the contract will run from the date the agreement is signed by both parties until June 26, 2026.

3.2. Extension / renewal. No extensions, no renewals.

4. BUDGET

4.1. Maximum Budget (all tax excluded): the maximum budget for the execution of the project is \$ 337,723 USD (three hundred and thirty-seven thousand and seven hundred and twenty-three US dollars). The proposal should be in USD **excluding taxes**.

The following maximum amounts detailed below for each of the individual research projects should you present an offer for one or several:

- I. Study Market 1: \$130,000 USD (one hundred and thirty thousand dollars). U.S. Hispanic Market – Opportunities for Spain’s Gourmet Food, Drinks & Wines tax excluded
- II. Study Market 2: \$69,683 USD (sixty-nine thousand, six hundred and eighty-three dollars) for Who's who - Gourmet Food & Wine Market Mapping tax excluded
- III. Study Market 3: \$69,683 USD (sixty-nine thousand, six hundred and eighty-three dollars) for The Perception, Positioning, And Potential for Spain’s Table Olives in the Us Market, tax excluded
- IV. Study Market 4: \$68,357 USD (sixty-eight thousand, three hundred and fifty-seven dollars) Understanding Beverage Consumption Preferences and Marketing Strategies for Generation Z And Young Millennials in the United States, tax excluded

In proposal/s, cost should be net, and any applicable taxes if applicable, should be separated.

4.2. Estimated contract value: The estimated total contract for each research project includes the value of the contract and the value of its possible extensions of its modifications, excluding any applicable taxes. According to the latter, the total estimated total contract value is a maximum of \$337,723 (three hundred and thirty-seven thousand, seven hundred

and twenty-three US dollars) **excluding taxes, as no extensions or modifications are contemplated.**

For each of the market studies contemplated, the maximum amount shall be the one indicated in the foregoing section

Should any of the planned activities not be carried out, the budget allocated to the respective activities will be deducted from the overall 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 expense on behalf of ICEX can be incurred by the company before the date of signature of the corresponding contract and prior approval of ICEX, as represented by the Economic & Commercial Office of Spain in New York.
- 5.2. Payment currency.** Payments to the company will be made in the currency of the Contract, which is in **USD**. Any currency exchange costs will be borne by the bidder.
- 5.3. Payments to offshore accounts.** Payments to bank accounts of the company located offshore will be subject to compliance with the domestic currency exchange legislation. Any international bank transfer fees or costs will be borne by the bidder.
- 5.4. Payment schedule.** ICEX will ensure that half the payment of the contract is made before the 25th of May once the first draft of the study has been submitted. The other half of the total amount will be paid once the project has been executed with conformity and the final report has been submitted, no later than 19th of June 2026.
- 5.5. Invoice details.** All the invoices should be addressed to:

ICEX España Exportación e Inversiones, E.P.E.
VAT No. ESQ2891001F
Paseo de la Castellana 278, 28046 Madrid, Spain

And sent electronically, in pdf to:

nuevayork@comercio.mineco.es

The Agency invoice will contain the following elements:

Company letterhead / logo
Address
Date
Invoice number
VAT number
Description of the item/s
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 \$506,585 USD, on the best of the past three (3) years, should your company present proposals for all four research projects. Or if you are presenting offers for one or more you need to meet these individual solvency thresholds:

- Study Market 1: US Hispanic Market \$195,000
- Study Market 2: Market mapping \$104,525
- Study Market 3: Olives \$104,525
- Study Market 4: Understanding Beverage consumption by new generations \$102,536

6.2 Technical solvency requirements. The company must have a strong and proven track record in the research of the sectors of the study. Evidence of the company's technical capability shall be provided in the form of details of similar research projects undertaken in the last three (3) years in USA.

6.3 Team requirements. The company must demonstrate that it possesses the resources necessary for the successful development of the research project it is making an offer for as described in this briefing. To enable an effective evaluation of the capacity to undertake the tasks, the company must detail all technical resources to be deployed and state the names of the core team that is responsible for the project.

The requirements set out below regarding staffing are **mandatory**. Companies that do not present in their offer a team that meets all the requirements will be excluded.

The role of each team member assigned to the project must be **clearly** specified in the company proposal. A company that wants to make an offer for the two market studies must detail the team for each research project. In addition, their **detailed** Resumes must be included in the proposal (see **Annex I**).

Should any member of staff assigned to our account leave the project during the term of the contract, they must be replaced by a person of at least the same qualifications.

It is expected that all key team members assigned by the company to the contract have specific knowledge of and professional expertise in the fields of the study, are fluent in spoken and written English, and will remain as part of the team for the duration of the contract period.

The team must consist of a minimum of three (3) different members, with each member fulfilling one of the following roles only:

- **Project Manager:** Senior company member exclusively responsible for the planning, organization, and overall implementation of the project. This person should have a minimum of three (3) years - within the last 6 years - of verifiable experience in the sectors of study in USA.
- **Senior Consultant:** Senior company member with a background in statistics and data analysis and proven ability in sample choice and data exploitation. This person should have a minimum of three (3) years - within the last 6 years - of verifiable experience in statistics and data analysis.
- **Assistant Project Manager:** Designated team member, with a minimum of two (2) years' experience, exclusively responsible for all reporting to ensure compliance on a timely basis with ICEX's requirements.

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, as represented by the Economic and Commercial Office in New York. The company will notify the Economic and Commercial Office in New York of any changes to the team that may have an impact on the development of the project. Any member leaving the team will have to be replaced with a person that meets the requirements of this briefing.

The company team will regularly hold meetings with the team of the Economic and Commercial Office 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 weighting. . Companies can make an offer for one or, two, three or all four research projects. Each research proposal will be evaluated separately according to the following criteria:

EVALUATION CRITERIA		Scores (Max.)
I. Price competitiveness of the tender (To be included in Document 3) One (1) financial proposal for each market study for which a bid is submitted		30
<p>The offer with the lowest budget will receive the highest score of the item, and the rest will obtain the proportional score. Most economical offer = maximum score. Rest of the offers will have the following formula applied: points per offer = (price of the most economical offer / price of offer) X maximum score per criteria.</p> <ul style="list-style-type: none"> Financial Proposals that exceed the maximum available contract budget will not be considered. 		
II. Technical Proposal (To be included in Document 2) One (1) technical proposal for each market study for which a bid is submitted		70
<p>ICEX will award a maximum of 70 (seventy) points to the quality of the proposal.</p> <p>ICEX will assess the quality of the proposal and the extent to which it effectively meets the project's aims. They will also evaluate the quality, viability and scope of the specific initiatives proposed, as well as the methods by which the set objectives will be achieved. ICEX will award points to each of these elements as follows:</p> <ul style="list-style-type: none"> - Degree to which the proposed project timeline is realistic, clear and includes all the elements needed to successfully reach the goals. (Max. 20 points) 20 - Quality in the proposed methodology, databases and quantitative analysis to be conducted. (Max. 20 points) 20 - Originality of the proposed design for the report, with the incorporation of infographics and graphic elements that contribute to a better understanding of the study. (Max. 15 points) 15 - Elements of the proposal that involve notable innovations or improvements in terms of the project concept or implementation, thus allowing the objectives of the market report to be more effectively achieved. (Max.15 points) 15 <ul style="list-style-type: none"> Technical Proposals that do not receive at least 35 points for component II will automatically be excluded. 		

TOTAL	100
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The elements of the Technical proposals of each of the studies market offered will be scored as follows:

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 **FOR ONE OR MORE MARKET STUDIES** that includes **three (3) separate documents for each research project (Administrative Requirements; Technical Proposal, and Financial Proposal)**, as detailed below. Proposals that miss any of the said documents will be considered incomplete and excluded. This applies to all proposals individually or as a package depending on what you present.

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 condition stipulated in the present briefing.
- **Project References.** The dossier should detail promotional events of similar scale undertaken in the last three (3) years, including **total budgets, dates and clients, public or private sector**, for whom the services and/or work was undertaken. A minimum **experience of three years** in similar projects is required.
- **Financial Solvency.** Bidders must prove an annual turnover of more than USD \$506,587.50 USD in the best of the last three accounting (3) years (2025, 2023 and 2023; or 2022 if 2025 accounts are not yet available) should your company present proposals for all four research projects. Or if you are presenting offers for one or more you need to meet these individual solvency thresholds:
 - Study Market 1: US Hispanic Market \$195,000.00
 - Study Market 2: Market mapping \$104,525.00
 - Study Market 3: Olives \$104,525.00
 - Study Market 4: Understanding Beverage consumption for new generations \$102,536.00

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.

- All competing companies must present also the role of each team member assigned to this project according to the table in **Annex I**, together with their curriculum vitae (anonimized).

8.3. Document 2: Technical Proposal (PDF file). The technical proposal must not contain any reference to price and **must not exceed 25 pages**. Tenderers must submit a detailed

technical proposal that meets all the requirements set out in section 2 ("What we require") and all the evaluation criteria set out in section 7.1. II.

- Proposed project timeline
- Proposed methodology, databases and quantitative analysis
- Proposed design
- Notable innovations or improvements

Important: One (1) technical proposal for each market study for which a bid is submitted.

- 8.4. Document 3: Financial proposal (MS Excel file).** All competing companies must present a financial proposal, including a detailed budget for the project and its breakdown for each area of activity. The Agency must present the budget clearly according to table in **Annex II**.

The price contained in the economic offer must ONLY be included in Document 3. Shall it be included in Documents 1 or 2; the offer would be excluded from the tender.

Proposals exceeding the maximum available budget of each of the study market offered, excluding taxes, will not be considered.

Important: One (1) financial proposal for each market study for which a bid is submitted

8.4.1. Taxes. ICEX will evaluate the Economic Proposal based on the prices offered, excluding taxes. Therefore, the proposals should include a breakdown with the price offered, where taxes – if any – are clearly separated.

8.4.2. Currency. The proposal will be drafted in **USD**.

- 8.5. Documentation evidencing beneficial ownership (projects financed by the Recovery, Transformation and Resilience Plan).**

In addition to the documentation to be included in the bid, the contracting body will request documentation evidencing the beneficial ownership of the tendering companies in the event that a black flag is detected by the 'MINERVA' tool, as regulated for this purpose in ORDER HFP/55/2023, of 24 January, on systematic analysis of the risk associated with conflicts of interest in the procedures implementing the Recovery, Transformation and Resilience Plan (PRTR).

All competing companies must provide this information in the form of a document providing proof of beneficial ownership, issued by the competent body in the relevant foreign country. The information will be stored in accordance with the regulations on the protection of personal data.

In addition to this document, bidders must complete all requested data in **Annex III** and it shall be included in the email by which the bid is submitted as a separate document.

Failure on the part of the tendering companies to submit documentation evidencing their beneficial ownership, in the manner and by the deadline indicated in the request made by the contracting body before the tenders are evaluated **will be grounds for exclusion from this procedure**.

9. SUBMISSION OF PROPOSALS

- 9.1. Invitation to tender.** ICEX, represented by the Economic & Commercial Office of Spain in New York, will send this briefing to different companies. The briefing will also be published on the website of the Economic & Commercial Office 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), **ONLY** to the e-mail tenders@icex.es **before April 10th, 2026, 9:00 AM NY / 3:00PM CET**. 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 writing.
- 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.
- 9.6. 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.
- 9.7. 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.
- 9.8. Contact people.** Questions related to this briefing might be addressed in writing until April 1st, 2026 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

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

Chair	Veronica Samper	Trade Commissioner
Substitute	Laura Gómez Climent	Director, Multilateral and Information Department
Committee Member	Katrin Naelapaa	Director, Wines from Spain, New York
Substitute	Carlos Galtier	Director, Habitat and Fashion
Committee Member	Silvia Barraclough	Member of the International and Direct Missions Department
Substitute	Lidia Escribano Martínez	Head of the Food & Beverage Department, ICEX
Committee member	Salomé Martínez	Deputy Director Food Industry Division, ICEX
Substitute	Lidia Escribano Martínez	Head of the Food & Beverage Department, ICEX
Secretary	Pedro Patiño Segura	Deputy Director Contracting, ICEX
	Isabel Arias	Member of the Contracting Department

In New York, on the date recorded in the electronic signature

ICEX's Board of Directors
By Delegation (Resolution of 5 March 2025 BOE
[Official State Gazette] n°. 67 of 19 March 2025

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

The referenced annexes

- Annex I- Teams members resume (anonimized) Official MS Excel template to be used by all competing companies to submit their Team Members proposal.
- Annex II: Financial Proposal Template: Official MS Excel template to be used by all competing companies for submitting their financial proposals.
- Anexo III- Beneficial Ownership. Request for information on beneficial ownership

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.

- Higher percentage of workers with disabilities or in a situation of social exclusion in the workforce of each of the companies, giving priority in 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 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 with regard to the information and documentation provided by ICEX for the performance of the services. This obligation shall remain in force both during and after the end of the activities to which the contract 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 the 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 employ and by any persons 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 actions 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) until the date of a 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.** In the event that 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, in order to postpone the events to the nearest possible date. More precisely, a formal or informal governmental provision applicable to the city of celebration of the event that limits the number of expected visitors to half of the required, constitute 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 to the events, constitute grounds for their postponement.
 - iii. **Modifications.** In the event that 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 place 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

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 to manage 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 as long as 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

Recovery and Resilience Facility (RRF). This contract is promoted by ICEX España Exportación e Inversiones E.P.E., aligns with the priorities of national and European economic policies aimed at revitalizing and modernizing the productive fabric and is included within the Recovery, Transformation and Resilience Plan (PRTR), financed by the European Union through the Next Generation EU Fund.

The amendment to the PRTR introduced by the Addendum on Isolated High-Level Depressions (“DANA Addendum”), approved by the Council of Ministers by Resolution dated 16 September 2025 and published in the Official State Gazette (BOE) on 17 September 2025, is not merely a measure to support recovery and resilience in response to natural disasters. It represents a commitment to revitalizing and modernizing the productive fabric while strengthening the country’s capacity to withstand increasingly frequent external shocks, whether natural disasters linked to climate change or economic disruptions arising from international circumstances, such as sudden changes in tariff policies.

Under the DANA Addendum, the PRTR incorporates, among others, for ICEX the strategic program within its scope of competence, “Business Internationalization Programs.” The actions under this new component contribute to four of the six pillars of the Recovery and Resilience Facility:

1. It decisively contributes to the green transition;
2. It supports and fosters the digital transformation of society;
3. It promotes smart, sustainable, and inclusive growth;
4. Finally, it strengthens social and territorial cohesion.

This new component will finance, with Next Generation EU funds, a series of investments that can be executed before mid-2026, the deadline for PRTR implementation.

This procurement file is financed by the European Union Recovery and Resilience Facility, established by Council Regulation (EU) 2020/2094 of 14 December and Regulation (EU) 2021/241 of 12 February 2021 of the European Parliament and of the Council, which regulate and approve the European Union Recovery Instrument to support recovery following the COVID-19 crisis and the Recovery and Resilience Facility (RRF). Specifically, this action falls within Component 32 concerning Support for Recovery and Resilience in response to natural disasters and, within it, Investment 05 on the evaluation of programs supporting the internationalization of companies in territories affected by DANA and to address the tariff crisis.

Its financing is expected to be fully charged to appropriations under Service 50 “Recovery and Resilience Facility,” from the budget of the Ministry of Economy, Trade and Enterprise, through the corresponding capital transfers from the Secretariat of State for Trade to ICEX during fiscal years 2025 and the first half of 2026.

This service/activity can be subject to European Union’s financing through the Recovery and Resilience Facility (RRF).

ANNEX III.
REQUEST FOR INFORMATION ON BENEFICIAL OWNERSHIP.

(To be completed, signed, and submitted in their bids by the tenderers in a separate document to be attached to the email submitting the offer)

Contract number **X054-62-2025**, the object of which is “**Market research and or consulting company to conduct research producing four market studies in the food and beverage sectors in the US market.**”

- a) **Market Study 1. US Hispanic Market**
- b) **Market Study 2. Gourmet Food & Wine Market mapping**
- c) **Market Study 3. Perception, Positioning and Potential for Spain’s Table Olives**
- d) **Market Study 4. Understanding Beverage Consumption Preferences and Marketing Strategies for Generation Z and Young Millennials”**

Competing Company Name: XXXXXXXX
Headquarters (EU/non EU): XXXXXXXX
Tax Identification Number (TIN=CA BN/TAN): XXXXXXXXXX
Country of location: XXXXXXXXXXXX
Incorporation Date: XXXXXXXXXX
City: XXXXXXXXXX
Zip Code: XXXXXXXXXX

Within the framework of protecting the European Union’s financial interests, and in particular Article 22 of Regulation (EU) 2021/241 of the European Parliament and of the Council of 12 February 2021 establishing the Recovery and Resilience Mechanism, the European Commission requires that the beneficial owners of the contracting or beneficiary companies under the Recovery, Transformation and Resilience Plan are identified, as defined in Article 3(6) of Directive (EU) 2015/849 of the European Parliament and of the Council.

As the information on beneficial ownership is not available in the databases held by the Spanish authorities that are being used for this purpose, it is necessary to request it directly from the competing companies.

As a **minimum**, the information to be collected on **beneficial ownership*** shall include the following **details** of the natural person who is the beneficial owner of the competing company:

- a. Identification number (Tax ID (**SSN**) or Passport): XXXXX
- b. Country that has issued the identification number: XXXXXX
- c. Forename/First Name: XXXXXX
- d. Surname/Last Name: XXXXXXXX
- e. Second Last Name (if any): XXXXXXXX
- f. Date of birth (**DD/MM/YY**): XXXXXXXX
- g. Address: XXXXXXXX
- h. City-Country: XXXXXX
- i. Zip Code: XXXXXXXX

For this reason, we kindly ask you to send this Annex included in the Document 1 of your Proposal. In order to ensure the reliability of the data submitted and as required by the European Commission, we would be grateful if you could provide this information, also in the form of a document providing proof of beneficial ownership, issued by the competent body in the relevant foreign country. The information will be stored in accordance with the regulations on the protection of personal data.

*A beneficial owner is the natural person who ultimately controls a company or legal entity, or in whose interest a transaction or economic activity is carried out. In other words, is the person who hold control over an entity or has an economic interest in it.

According to the regulations for the prevention of money laundering, Spanish Law 10/2020, all natural persons who meet any of the following criteria are considered to be beneficial owners of an entity:

- Directly or indirectly owning more than 25% of the share capital or voting rights of the entity.
- To exercise effective control of the entity by other means, such as direct or indirect control of management or decision-making.
- Being the beneficial owner of the entity or of the economic transaction carried out.

Signer's Name:

Charge:

Date:

Sign: _____