

ICEX ESPAÑA EXPORTACIÓN E INVERSIONES, E.P.E.
TRADE COMMISSION OF SPAIN IN New YORK
47th Flr, 405 Lexington Avenue, New York, NY 10174
E-mail: tenders@icex.es

REQUEST FOR PROPOSAL – THE BRIEF

Submit to: tenders@icex.es
Deadline: June 11th, 2026 @ 11:59PM EDT

Date: May 19, 2026

Who is contracting	ICEX España Exportación e Inversiones, E.P.E (ICEX), represented by the Trade Commission of Spain in New York
Contract number	X054-20-2026
Request for proposal	September 2026 Eat Spain Drink Spain Promotion Program in USA
Timing, dates and number of possible renewals	Signed date until December 15 th 2026 with one year renewal
Max. budget for this contract	\$547,677.00US dollars tax excluded
Contract value including renewals	\$1,040,668 USD (One million forty thousand six hundred sixty-eight.) excluding all applicable tax.
Qualifying prerequisites	<ul style="list-style-type: none"> - Financial solvency: financial accounts for the best of the last three years and minimum of \$820,813.50 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 exclusively to this address only: tenders@icex.es by: June 11th, 2026 @ 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 sent exclusively and only to tenders@icex.es before: June 5th, 2026 @ 11:59PM EDT

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 2026/27 Eat Spain Drink Promotion in USA.

ICEX (www.icex.es) is a Spanish public organization, established in 1982, whose main purpose it 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

BACKGROUND

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.

Eat Spain Drink Spain is an initiative designed to promote Spanish wines and food products to consumers and professional. The program was launched in the United States in 2025, with the objective of increasing awareness of Spain's diverse wine regions and high-quality food products among American audiences.

In its initial editions in the U.S., the campaign has focused on retailers and restaurant promotions, supported and amplified with targeted digital campaigns.

Eat Spain Drink Spain aims to strengthen the image, visibility, and sales of Spain's foods and wines in the United States, supporting their presence in diverse channels.

Spain's foods and wines 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.

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. 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 20 stores certified. They are included in Annex 1.

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.

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 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.

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 over 100 restaurants certified. These restaurants can be [seen here](#) and in Annex 1.

CAMPAIGN OBJECTIVES

- 1.1.** To build and consolidate the image of Spain's foods, wines and gastronomy amongst consumers, raising awareness and encouraging the choice of Spanish food and wines over those from other countries, thus increasing listings of Spanish products both in retail and foodservice businesses.
- 1.2.** To design a promotional campaign communicating the diversity, breadth and depth of Spanish wine, food and gastronomy, to ensure wide coverage of the campaign and prove attractive to campaign partners to consolidate "Eat Spain Drink Spain" as the campaign to promote Spanish food, wines and gastronomy in the United States.
- 1.3.** To recruit establishments (stores and restaurants) to run promotions in, between September 12th and October 6th in which restaurants, independent wine merchants, delicatessens and supermarkets can propose and carry out activities they consider most appropriate for their business, such as: special offers, tastings, discounts, merchandising, product packages, special menus, etc. Under the campaign slogan "Eat Spain Drink Spain", these promotions will raise awareness of the quality of the wines and gastronomic specialties of Spain and, consequently, increase customer loyalty for Spanish products and increase sales for campaign partners.

WHAT WE DEMAND – PROPOSALS SHALL INCLUDE

We are looking for a company (hereinafter "Agency") that can plan, organize, manage and verify a promotion campaign for Foods and Wines from Spain under the name Eat Spain Drink Spain. This campaign should be mostly focused on generating consumer awareness and interest for which we expect a strong communication program to support instore activation. This strong communication program being one of the main motivators for retail trade and restaurants participating as they can get the attention of customers.

This is a national campaign be activated in September 2026.

The agency's proposal should consist of the development a detailed and executable program for Eat Spain Drink Spain containing of three different activities:

- Communications (digital and social media) and PR
- Opening and closing event for the ESDS campaign
- Retailer promotions in a variety of outlets including wine shops, gourmet stores, cheese stores, and e-tailers
- Restaurant and bar promotions

The Guidelines of style of the campaign Eat Spain Drink Spain are attached as Annex 3.

COMMUNICATION AND PUBLIC RELATIONS

Action plan:

Design a communication strategy for the Eat Spain Drink Spain campaign to maximise media coverage and social media presence before, during and after promotions, as well as obtain targeted quality partner venues for the campaign. The strategy must include the following elements:

- Provide a detailed PR plan, indicating tactics, targets, and timeline.
- Generate press and social media coverage on Spanish food, wines, and trends as they relate to the Eat Spain Drink Spain and campaign partners.
- Write and create all materials, including press releases, media alerts, etc.
- Support ongoing marketing and public relations efforts by Foods and Wines from Spain (FWS) in the context of the Eat Spain Drink Spain campaign.

Website:

- Provide content to dedicated event webpages on the www.foodswinesfromspain.com website, which will serve as a hub for details of all retail and restaurant promotions. Examples of similar Eat Spain Drink Spain event pages can be found via the following link:

<https://www.foodswinesfromspain.com/en/upcoming-events/trade-shows-detail-three/eat-spain-drink-spain-usa-2026-spring>

- Well written content about the campaign, as well as relevant news and alerts should be published in the relevant sections of the website throughout the weeks leading up to the campaign, to maximise the interest and quality of partner venues.
- Each store promotion will be featured on the Foods and Wines from Spain website where consumers who want to know who will be running a foods and wines from Spain promotion can consult 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.

Note: All paid content will become the property of ICEX.

Social Media:

The Agency should deliver a detailed social media communication calendar (grid) indicating the target date for each of the following:

- Create new content and regular posts for Foods and Wines from Spain (FWS) main social media channels:

<https://www.instagram.com/spainfoodwine>

<https://www.facebook.com/FoodsWinesFromSpain>

- Generate excitement and interest in the Eat Spain Drink Spain promotions before, during and immediately following the campaign. Collaborations with prominent social media communicators and influencers is recommended, ensuring that these key opinion leaders (KOLs) link in their publications to the Food & Wines from Spain social media.
- A social media communication plan should be created by the Agency for the Eat Spain Drink Spain campaign. The plan should include the creation of posts in the run up to, during and post campaign period. Posts on Foods & Wines from Spain social media accounts are to be completed by the Agency but must be coordinated and approved by ICEX.

OPENING EVENT

The Eat Spain Drink Spain (ESDS) seasonal campaign requires the inclusion of two key events each season: an opening event and a closing event. Fall 2026 closing event is already predetermined and falls outside the agency's scope and of this budget: Spain Great Match, held in New York October 6.

For the Fall 2026 season, the opening event needs to be planned to take place in Houston, Texas beginning of September. The intention is for it to function as a high-visibility public relations initiative that fosters connections among companies participating in ESDS (importers, distributors, restaurants, retailers and influencer) while also securing media attention at the start of the fall campaign.

The opening event must be organized by the appointed agency and funded under the ESDS budget line and initially under the "Spanish Market" name. The closing event is to be held at one of the establishments certified under the Restaurants from Spain program. This event should gather approximately 50 participants, maintaining a balance of 65% KOL and 35% points-of-sale stakeholders, including importers, distributors, restaurants, and retailers involved in the campaign.

RETAILER PROMOTIONS

A campaign to allow participating retailers to apply for a tailor-made promotional pack (supplied by the agency) and the chance to win great incentives. Participating venues will be showcasing their Spanish products during the campaign periods. Partners can participate with offers, tastings and events, providing consumers with an array of tastes, flavours and dishes that will highlight the diverse range of produce from across Spain. Each retailer promotion must have a minimum duration of five days.

Agency responsibilities:

- **Partner Recruitment and Coordination:** The agency will recruit food and wine importers, gourmet / specialty retailers, independent wine merchants and retailers, securing their participation in both in-store and online promotional activities. This will involve contacting potential partners and negotiating the specific terms of participation at each point of sale.

The agency will maintain ongoing communication with all participating retailers, encouraging active engagement and ensuring their commitment to delivering strong promotional efforts throughout the campaign. ICEX will provide a list of certified Colmados from Spain venues, which should be invited to participate. These venues will be integrated into the campaign under the same promotional conditions as all other participating retailers. ICEX will also provide a list of non-certified retailers (both new and returning participants) to be contacted as potential partners (Annex 2).

- E-tailer promotion: The agency will need to contact the corresponding e-tailers and negotiate a promotion that clearly spells out what would be included
- Promotional Materials and Creative Development: Produce and distribute all needed in-store and online creative materials to be used in the execution of the campaign. These will need to follow Food and Wines from Spain creative design guidelines annexed in Annex 3. The Agency will be adapting existing creative. Each participating establishment will receive a point-of-sale (POS) materials pack, which may include posters, leaflets, and promotional items. These materials must be produced and delivered in advance of the campaign launch to ensure proper implementation. In parallel, the agency will design and produce all necessary in-store and online creative assets, as well as a digital toolkit for partners. This toolkit will include elements such as digital banners and social media templates to ensure visual consistency across all communication channels.
- In-store Activations: The agency will be responsible for negotiating and organizing in-store activations, including special displays, tastings, demonstrations, and potentially workshops or classes. These activities should be tailored to each point of sale in order to maximize engagement and impact. Pricing will remain under the existing agreements between the retailer and the supplier.
- Campaign Promotion and Visibility: To ensure the success of the campaign, the agency will integrate retailer promotions into broader media and KOL (Key Opinion Leader) campaigns. This will help generate visibility, increase awareness, and drive consumer interest in the ESDS campaign.
- Propose a range of incentives and prizes aimed at rewarding the best performing participants. These may include curated hampers, Spanish gastronomic experiences, or financial incentives, designed to motivate strong participation and high-quality activations.
- Elaborate reports on the impact of on-trade promotions that include visual evidence of the promotions.

RESTAURANT AND BAR PROMOTIONS

Activities aimed at generating public and private events in bars and restaurants around the country to celebrate Eat Spain Drink Spain. In line with the retailer promotions, the Agency will be working to support the on-trade, inviting establishments to promote Spanish foods and wines and offer discounts and special offers during the campaign. Similar incentives for those who get involved will be offered as are available to the retailers.

Agency responsibilities:

- Liaise with and recruit restaurants and bars in order to arrange promotional events across the US: The agency must be able to secure partners from across the US and preferably in the large areas of the cities that have the highest media multiplier effect. We recommend working with a media partner/online booking platform, both to recruit potential venues to join the campaign and to promote it to consumers, to increase consumer uptake of the events and offers put in place by partner venues.
ICEX will provide a list certified Restaurants from Spain venues to be invited to take part in the campaign, seen here (SEE ANNEX 1). The events, publicity and promotion in the Restaurants from Spain venues will be the same as for all participating restaurants and bars. ICEX will also provide a list of non-certified restaurants to be contacted as potential partners (Annex 2).
- Develop attractive promotional material for the restaurants and bars using the campaign artwork guidelines as provided by ICEX / Trade Commission of Spain in NY. A pack of POS materials is required (for example posters, leaflets, promotional gifts) to be shipped to each establishment prior to the promotion to insure it is used. Before production all material must be approved by the client before production
- Produce a pack of digital communication tools for partners, such as digital banners, social media templates, etc. with instructions on how and where to use. This will also use prior approved ICEX photography, fonts and overall design guidelines.
- Include restaurants and bars' promotions in the media and KOL campaigns to secure success and awareness about the ESDS campaign.
- Suggest incentives and prizes for the best performing promotions (e.g. hampers, Spanish gastronomic experiences, financial incentives, etc.).
- Elaborate reports on the impact of on-trade promotions that include visual evidence of the promotions. Such as: pictures of instore promotion, screen captures and or links of to social media posts, sample newsletters, all where we can see what was executed and appropriate inclusion of campaign logos.

Important notes:

- The number of promotions (retailer, bars, restaurants & e-tailers) is open to proposals from the agency, bearing in mind that the minimum number required is 100, of which some must be first-time partners. 50% of the retailers should sell wine. An example of 30 suggested, realistic, establishments (retailer, bars, restaurants & e-tailers), as part of your technical proposal, is required so your they can be evaluated.

The proposed individual cost must include all associated elements, such as incentives, tastings, staffing, as well as monitoring and verification. Separately budget material design, production, and distribution.

REPORTING

The agency must produce a **final report**, detailing the campaign execution, including the media impact of the campaign.

The report should include a detailed description of promotion strategy, efforts and results, including an analysis of social media activity. Each partner promotion report must include the

address and contact person details, as well as visual evidence and graphic material used during the promotions and activities undertaken.

Each point of sale / store promotion will have an individual subsection in the 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. Information includes a list of participating products, brands, impact in their sales 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 invoices and corresponding reports and wrap up report need to be completed by October 16, 2026.

2. TERM AND EXTENSION OF THE AGREEMENT

- 2.1. Term.** The services described in the contract will commence from the date the agreement is signed by both parties and will run until December 15, 2026.
- 2.2. Extension.** ICEX hereby reserves the right to renew the Agreement with the company awardee for one additional year from the initial Agreement without convening a new tender, if both contracting parties agree in the contractual provisions. In principle each calendar year will have one spring promotion and one fall promotion. The awardee company will be obliged to renew the contract providing it is notified of its requirement for at least 2 (two) months before renewal. The general terms and conditions of the Bidding Specifications governing this Tender shall apply to the extension. Each renewal will be signed by both parties.

3. BUDGET

- 3.1. Maximum Budget:** The maximum budget for execution is **\$547,677.00** US Dollars, taxes excluded. However, the bidders must specify in their bids, as an independent item, the applicable taxes, if any.

The budget allocation covers all communication program, 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 communication (media, social, digital, etc) in-store promotions (total and per store cost), e-tailer promotions, opening event and the agency fee.

- 3.2. 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 **\$1,040,668** US Dollars, corresponding taxes excluded, which include the following maximum amounts:

- Contract maximum budget: **\$547,677.00** USD for Fall 2026 Should the renewal proceed for 2027 the budget allocation is and estimated \$492,991 USD.

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

- 3.3. Financial Proposal:** Your financial proposal should be submitted in the provided excel format "Attachment II

4. PAYMENTS AND INVOICES

4.1. 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

4.2. Payment currency. Payments to the company will be made in the currency of the Contract, which is **US Dollars**.

4.3. Payment schedule. ICEX operates on a deliverable-based payment model. Advance payments are not issued. Payments are processed exclusively upon demonstrated successful completion and documented submission of specified deliverables. This includes, but is not limited to, invoices, detailed reports, photos and material samples demonstrating fulfillment. The specific deliverables should be outlined in the contract.

4.4. 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

5. 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 \$820,813.50 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 media programs, which include digital and 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 resume 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:** 3 + years managing, coordinating and executing social media programs.

Who you propose is who is expected. 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.

Submit you proposed team members information in excel Attachment I

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

6. EVALUATION CRITERIA

6.1. 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 \$547,677.00 USD will automatically be excluded from this RFP process. 	
II. Professional team assigned to the project (DOCUMENT 3)	20
<p>Years of experience and background exceeding the proposed key personnel expertise/ qualifications in Sec. 6.3 will be scored as follows:</p> <ul style="list-style-type: none"> ➤ 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 3 + 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
<p>Technical Proposals that do not receive at least 25 points will be automatically excluded.</p> <p>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:</p>	
<ul style="list-style-type: none"> ➤ 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 15 	
<ul style="list-style-type: none"> ➤ 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 align with the required store profile, and the perceived realism / feasibility of your proposed plan. 15 	
<ul style="list-style-type: none"> ➤ 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. 10 	
<ul style="list-style-type: none"> ➤ Timeline: A realistic timeline that clearly outlines the steps involved, demonstrating knowledge and experience in negotiating and setting up in-store promotions. 5 	
<ul style="list-style-type: none"> ➤ 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

7. CONTENTS OF PROPOSALS

7.1. 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.

7.2. 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 \$820,813.50 US 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.

7.3. Document 2: Technical Proposal (PDF file). 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 2026 flight and 2027 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>

7.4. Document 3: Financial Proposal and Human Resources

a. Financial proposal (MS Excel file – Annex II) 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 (Annex I) and resumes for team members assigned to the project.

8. SUBMISSION OF PROPOSALS

8.1. 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.

8.2. 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 **June 11 th, 2026 @ 11:59 pm EDT (New York)**. Proposals not submitted within the deadline will be automatically excluded.

8.2.1. 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).

8.2.2. 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.

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

8.2.4. 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.

8.3. 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.

8.4. 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.

8.5. 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.

- 8.6. 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.
- 8.7. 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.
- 8.8. Contact persons.** Questions related to this briefing might be addressed in written form until **May 29th, 2026 @ 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.

9. PROCUREMENT BOARD

- 9.1.** 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	Marta de Benito	Associate Director, Foods from Spain
Member	Laura Velasco	Head of the Gastronomy Department, ICEX
Substitute	Tatiana Mier	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	Miriam Losa	Member of the Contracting Department

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

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 (RFS) and retailers (Colmados). Priority candidates to invite and consider. The Trade Commission of Spain has contacts with the HQ of each group.

Name	Type	City	Web
Aventura	Restaurant	Ann Arbor, MI	http://www.aventuraannarbor.com
Barcelona Wine Bar - 14th Street	Restaurant	Washington, DC	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Brookline	Restaurant	Brookline, MA	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Cambridge	Restaurant	Cambridge, MA	https://barcelonawinebar.com/
Barcelona Wine Bar - Cathedral Heights	Restaurant	Washington, DC	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Charlotte	Restaurant	Charlotte, NC	https://barcelonawinebar.com/
Barcelona Wine Bar - Dallas	Restaurant	Knox-Henderson, TX	https://barcelonawinebar.com/
Barcelona Wine Bar - Denver	Restaurant	Denver, CO	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Fairfield	Restaurant	Fairfield, CT	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Houston	Restaurant	Houston, TX	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Inman Park	Restaurant	Atlanta, GA	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Miami	Restaurant	Miami	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Nashville	Restaurant	Nashville, TN	https://www.barcelonawinebar.com/
Barcelona Wine Bar - New Haven	Restaurant	New Haven, CT	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Philadelphia	Restaurant	Philadelphia, PA	https://barcelonawinebar.com/
Barcelona Wine Bar - Raleigh	Restaurant	Raleigh, NC	https://barcelonawinebar.com/
Barcelona Wine Bar - Reston	Restaurant	Reston, VA	https://www.barcelonawinebar.com/
Barcelona Wine Bar - South End	Restaurant	Boston, MA	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Stamford	Restaurant	Stamford, CT	https://www.barcelonawinebar.com/
Barcelona Wine Bar - West Hartford	Restaurant	West Hartford, CT	https://www.barcelonawinebar.com/
Barcelona Wine Bar - Westside Ironworks	Restaurant	Atlanta	https://barcelonawinebar.com/
Bar Siesta	Restaurant	Los Angeles	https://www.barsiesta.com
Basque Tapas Bar	Restaurant	Piermont, NY	https://www.basquetapasbar.com/
Basque Tapas Bar Tarrytown	Restaurant	Tarrytown, NY	https://basquetapasbar.com
BCN Taste & Tradition	Restaurant	Houston, TX	https://bcnhouston.com/
Bocadillo Market	Restaurant	Chicago, IL	https://www.bocadillomarket.com/
BOQUERIA SEAPORT	Restaurant	Boston, MA	https://boqueriarestaurant.com/tapas-bar-boston-seaport/
Boqueria Spanish Tapas - Flatiron	Restaurant	New York, NY	http://www.boquerianyc.com/
Boqueria Spanish Tapas - FULTON MARKET	Restaurant	Chicago, IL	https://boqueriarestaurant.com/

Boqueria Spanish Tapas - NASHVILLE	Restaurant	Nashville, KY	https://boqueriarestaurant.com/
Boqueria Spanish Tapas - PENN QUARTER	Restaurant	Washington DC	https://boqueriarestaurant.com/
Boqueria Spanish Tapas - Soho	Restaurant	New York, NY	http://www.boquerianyc.com/
Boqueria Spanish Tapas - UES	Restaurant	New York, NY	http://www.boquerianyc.com/
Boqueria Spanish Tapas - Washington	Restaurant	Washington, DC	http://www.boquerianyc.com/
Boqueria Spanish Tapas - WEST	Restaurant	New York, NY	http://www.boquerianyc.com/
Brasa	Restaurant	Washington, DC	https://teresadc.com/brasa/
Bulla Gastrobar Charlotte	Restaurant	Charlotte, NC 28211	https://bullagastrobar.com/locations/charlotte/
Bulla Gastrobar Coral Gables	Restaurant	Coral Gables, FL 33134	https://bullagastrobar.com/locations/coral-gables/
Bulla Gastrobar Doral	Restaurant	Doral, FL 33178	https://bullagastrobar.com/locations/doral
Bulla Gastrobar & Luna Lounge	Restaurant	Tampa, FL 33606	https://bullagastrobar.com/locations/tampa
Bulla Gastrobar Plano	Restaurant	Plano, TX 75024	https://bullagastrobar.com/locations/plano
Bulla Gastrobar - The Falls	Restaurant	Miami, FL 33176	https://bullagastrobar.com/locations/the-falls/
Bulla Gastrobar Winter Park	Restaurant	Winter Park, FL 32789	https://bullagastrobar.com/locations/winter-park
Cafe Ba-Ba-Reeba!	Restaurant	Chicago, IL	http://cafebabareeba.com/
CalaMillor Gourmet Experience	Restaurant	Miami, FL	https://calamillormiami.com/
Calvert Woodley Fine Wine & Spirits	Store	Washington, DC 20008	https://calvertwoodley.com/
Calvert Woodley Fine Wine & Spirits (ON LINE)	Store	Washington, DC 20008	https://calvertwoodley.com/
Canela Bistro & Wine Bar	Restaurant	San Francisco, CA	http://canelasf.com/
Capa	Restaurant	LAKE BUENA VISTA, FL	null
Casa Galicia	Restaurant	New York, NY	https://www.casagaliciany.com/restaurante-bar.php
Casa Juancho	Restaurant	Miami, NY	https://www.casajuancho.com/
Casa Teresa	Restaurant	Washington, DC	https://teresadc.com/
Casa Xabi	Restaurant	33133 Florida	https://casaxabibasquecuisine.restaurant/
Costa Brava Bistro	Restaurant	Bellaire	http://www.costabravabistro.com
Cúrate	Restaurant	Asheville, NC	https://curatetapasbar.com/
Delicias de España 2	Store	Miami, FL 3315	https://deliciasdeespana.com/
Delicias de España 3	Store	Miami, FL 33156	null
Despaña	Store	New York	https://despanabrandfoods.com/
DESPAÑA FINE FOODS & TAPAS CAFE	Restaurant		https://despanabrandfoods.com/
Despaña (Online Store)	Store		https://despanabrandfoods.com/
El Mercat Bar de Tapas	Restaurant	Rockville	https://www.elmercatbardetapas.com/
El Merkat by Telefèric Barcelona (Los Angeles)(On Line)	Store	Los Angeles	http://www.telefericbarcelona.com
El Merkat by Telefèric Barcelona (Los Gatos)(On Line)	Store	Los Gatos	http://www.telefericbarcelona.com

El Merkat by Telefèric Barcelona (Palo Alto)(On Line)	Store	Palo Alto	http://www.telefericbarcelona.com
El raval	Restaurant	Austin TX 78704-0097	https://elravalatx.com/
Ibérico Taste	Store	Doral FL, 33126	https://ibericotaste.us
Jaleo by José Andrés - Disney Springs	Restaurant	Disney Springs	https://www.jaleo.com/
Jaleo by José Andrés - Las Vegas	Restaurant	Las Vegas, NV	https://www.jaleo.com/
Jaleo by José Andrés - Washington	Restaurant	Washington, DC	https://www.jaleo.com/
Jamon Jamon	Restaurant	Washington, DC 20006	https://teresadc.com/jamon-jamon/
La Barra at Mercado Little	Restaurant	New York	https://www.littlespain.com/restaurants/
La Cuchara	Restaurant	Baltimore	https://www.lacucharabaltimore.com/
La Feria	Restaurant	Detroit	http://laferiadetroit.com/
La Jamoteca (Coral Gables)	Store	Miami	https://www.lajamoteca.com/
La Jamoteca (Dadeland)	Store	Miami	https://www.lajamoteca.com/
La Marcha	Restaurant	Berkeley (CA)	https://www.lamarchaberkeley.com
La Nacional	Restaurant	New York	http://lanacionalrestaurant.com/
La Taberna de Alabardero	Store	Washington DC	https://alabardero.com/
La Tienda	Store	Williamsburg, VA	https://www.tienda.com/
Leku Ona	Restaurant	Boise	null
Lil' Ba-ba-Reeba	Restaurant	Chicago, IL	https://www.lilbabareeba.com/
Little Madrid Tapas Café	Restaurant	Chicago	https://littlemadridtapascafe.com/
Mad Houston TX	Restaurant	Houston	https://www.madhouston.com/
Mama Delia	Restaurant	Chicago	https://www.mamadelia.com/design
Mercado Central	Store	Nueva York	https://mercadocentralnyc.com/
MERCADO CENTRAL - COPA Y CAÑA	Store	Nueva York	https://mercadocentralnyc.com/
Mercado Little Spain	Store	Nueva York	https://www.littlespain.com/colmado/
Mercat a la planxa	Restaurant	CHICAGO	https://www.mercatchicago.com/
Mesón Sabika	Restaurant	Naperville, IL	http://www.mesonsabika.com/
Mesón Sommelier	Restaurant	Old Town Spring	https://www.mesonsommelier.com/
NIU Kitchen	Restaurant	Miami, FL 33132	https://niukitchen.com/
Porto	Restaurant	Chicago, IL	https://www.portochicago.com/
R. Aire	Restaurant	Hampton Bays, NY 11946	https://www.hamptonmaid.com/raire
Sala Astoria	Restaurant	Nueva York	https://www.salarestaurants.com/
Salinas	Restaurant	New York, NY	http://salinasnyc.com/
Ser	Restaurant	Arlington, VA	https://serrestaurant.com/
Sketches of Spain	Restaurant	DALLAS	https://sketchesofspain.com/
Socarrat Paella Bar - Chelsea	Restaurant	New York, NY	https://www.socarratnyc.com/
Socarrat Paella Bar - Midtown East	Restaurant	New York, NY	https://www.socarratnyc.com/
Socarrat Paella Bar - Nolita	Restaurant	New York, NY	https://www.socarratnyc.com/
Spain Wine Bar	Restaurant	Ocean City, MD	https://www.spainwinebar.com/
Taberna del Alabardero	Restaurant	Washington, DC	http://www.alabardero.com/
Taste of Spain	Store	Sarasota, FL 34231	https://tasteofspainstore.com/
Teleferic Barcelona - Palo Alto	Restaurant	Palo Alto, CA	https://telefericbarcelona.square.site/merkat-store
Tia Pepa	Store	Washington, DC	https://latiapepa.com/

Tomíño Taberna Gallega	Restaurant	New York	http://www.tominonyc.com/
Toro Kitchen and Bar	Restaurant	San Antonio, TX	https://www.torokitchenandbar.com/
Toro Kitchen & Bar (Downtown)	Restaurant	San Antonio, TX 78205	https://www.torokitchenandbar.com/
Toro Kitchen & Bar (La Cantera)	Restaurant	San Antonio, TX 78256	https://www.torokitchenandbar.com/
Urdaneta	Restaurant	Portland	http://urdanetapdx.com/
Vaca	Restaurant	Costa Mesa (CA)	https://vacarestaurant.com
Xiquet by Danny Lledo	Restaurant	Washington, DC	https://www.xiquetdl.com/
Xixon	Restaurant	Miami, FL	http://www.xixonspanishrestaurant.com
Xuntos	Restaurant	Santa Monica, CA	
Zeru Miami	Restaurant	Miami, FL 33176	https://zerumiami.com/

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. In addition to certified retailers (Colmados)

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

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

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

The Cheese Lady (Traverse City)	Traverse City	MI
France 44	Minneapolis	MN
Surdyk's Cheese Shop	Minneapolis	MN
Cork & Rind	St. Charles	MO
Babcock & Miles	Red Lodge	MT
Orrman's Cheese Shop	Charlotte	NC
The Culture Shop	Charlotte	NC
Orrman's Cheese Shop	Charlotte	NC
The Culture Shop	Charlotte	NC
Littleton Food Coop	Littleton	NH
Cheese on Main	Ocean Grove	NJ
Market Basket	Hawthorne	NJ
Mouse Hole Cheese Shop	Albuquerque	NM
Bedford Cheese	NY	NY
Despaña	NY	NY
Ideal Cheese	NY	NY
Mercado Central	Brooklyn	NY
Baldor Foods		NY
Bimi's Cheese Shop	Chatham	NY
Bloomy Cheese & Provisions	Dobbs Ferry	NY
Callee1945	Oneida	NY
Despaña Vinos y Mas	New York	NY
Dobbs & Bishop Fine Cheese	Bronxville	NY
Murray's Cheese Bleeker	New York	NY
Murray's Cheese Grand Central	New York	NY
Second Mouse Cheese	Pleasantville	NY
The Curd Nerd	Syracuse	NY
The French Picnic	Patchogue	NY
The Greene Grape	Brooklyn	NY
Black Radish Creamery at North Market	Columbus	OH
Dorothy Lane Market	Dayton	OH
Marchant Manor Cheese	Cleveland Heights	OH
The Rhined	Cincinnati	OH
Urban Stead Cheese	Cincinnati	OH
Chasing The Cheese	Peterborough	ON
La Jolie Cheese Shop	Aurora	ON
Sweet Cheeses	Guelph	ON
The Cheese Encounter	Thunder Bay	ON
The Mouse Trap	Midland	ON

Rogue Creamery Cheese Store	Central Point	OR
The Oregon Cheese Cave	Talent	OR
DiBruno Bros. - ARDMORE FARMERS MARKET	Ardmore	PA
DiBruno Bros. - ITALIAN MARKET	Philadelphia	PA
DiBruno Bros. - RITTENHOUSE SQUARE	Philadelphia	PA
DiBruno Bros. - THE FRANKLIN	Philadelphia	PA
DiBruno Bros. - WAYNE	Wayne	PA
Grand Formage	Skippack	PA
Chantal's Cheese Shop	Pittsburgh	PA
The Aging Moon	Orefield	PA
Bleu & Persillé	Montréal	QC
MOZZ	Newport	RI
Goat.Sheep.Cow	Charleston	SC
Greys Fine Cheeses - Nashville	Nashville	TN
Euphoric Cheese Shop	Knoxville	TN
Antonelli's Cheese Shop	Austin	TX
Central Market	Dallas	TX
Grazeables	Tomball	TX
Otto's Cheese Shop	New Braunfels	TX
Scardello Artisan Cheese	Dallas	TX
Ten: One Cheese Shop	Denton	TX
The Cheese Shop	Williamsburg	VA
Arrowine	Arlington	VA
Cheesetique	Alexandria	VA
Ellwood Thompsons	Richmond	VA
The Cheese Shop (Williamsburg)	Williamsburg	VA
Truckle Cheesemongers	Richmond	VA
Co-op Food Stores	White River Junction	VT
Mad River Taste Place	Waitsfield	VT
Bayview Thriftway	Olympia	WA
Beechers Handmade Cheese	Seattle	WA
DeLaurenti Specialty Food & Wine	Seattle	WA
Eastside Olympia Food Coop	Olympia	WA
Door Artisan Cheese Company	Egg Harbor	WI
Fromagination LLC	Madison	WI

LaClare Farms Specialties / Mosaic / FG Holding Co	Malone	WI
Noble Rind Cheese Company	Viroqua	WI
The Milk Merchant	Wausau	WI
Dos Olivos Market (several)		TX
Dairy Maids	Houston	TX
Wally's Wine & Spirits – Fine Wines & Gourmet Foods	Los Angeles	CA
St James Cheese	New Orleans	LA
Formaggio Kitchen	Boston	MA
Talbott & Arding	Hudson	NY
Zingerman's Deli	Ann Arbor	MI
Caputo's Markets	Salt Lake City	UT
Scardello's Cheese	Dallas	TX
Antonelli's Cheese	Austin	TX
Beautiful Rind	Chicago	IL
Greene Grape	Brooklyn	NY
Ferry Plaza Wine Merchant	San Francisco	CA
Art of the Table	Grand Rapids	MI
Dolcetto	Farmington	MI
Despana	New York	NY
Shubies	Marblehead MA	
La Jamoteca	Miami	FL
Fairfield & Greenwich Cheese	Fairfield	CT
Vinoteca	Atlanta	GA
Applejack	Denver	CO
Binny's Beverage Depot	Des Plaines	IL
Mercado Central NY	New York	NY
Acker Wines	New York	NY
Calvert Woodley Fine Wine	Washington	DC
Rodmans	Washington	DC
67 Wines	New York	NY
Westchester Wines	White Plains	NY
Varmax	Port Chester	NY
Market Hall Foods	Oakland	CA
Marche	Glen Ellyn	IL
DiBruno Brothers	Philadelphia	PA
Market of Choice	Portland	OR
Central Market	Dallas	TX
Whole Foods	Austin	TX
The Fresh Market		NC
Erewhon	Los Angeles	CA

The Cheese Store	Los Angeles	CA
Bristol Farms	Los Angeles	CA
Zupans	Portland	OR
Metropolitan Market	Seattle	WA