

RFP Q&A – Eat Spain Drink Spain Campaign (X054-20-2026)

1. The briefing references a potential 2027 renewal with both a spring and fall promotion. For planning purposes, would the additional 2027 closing event be expected during the spring or fall flight? Similar to the Houston opening event defined for Fall 2026, does ICEX have another priority market in mind for 2027?

Answer: At this time expectation is opening and closing events for each promotional period. For spring 2027: 2 events; for fall 2027: 2 events. This is subject to possible revision and would be dealt with in a 2027 renewal request.

2. Could you please elaborate on the “Spanish Market” name referenced for the opening event? Should this be treated as a separate event concept with its own messaging, or should it remain directly tied to the broader Eat Spain Drink Spain campaign messaging?

Answer: “Spanish Market” is the title to be given to the opening ESDS event. The aim is to promote ESDS.

3. Would you like the agency to expand the list of potential retailers and restaurants beyond the accounts already provided in the briefing, or should the proposal focus primarily on the provided list and certified Colmados from Spain / Restaurants from Spain venues?

Answer: The agency can expand beyond Colmados from Spain and Restaurants from Spain. Target clients must have a variety of Spanish products and be likely to stock them continuously, not just for temporary promotions.

4. Could you please share Annex 3 with the Eat Spain Drink Spain style guidelines referenced in the briefing?

Answer: Attached in Manual.

5. Are there any specific budget categories that must be included beyond those listed, and what does “individual cost” mean?

Answer: Provide budget numbers for the specified categories. “Individual cost” means unit cost.

6. Could you clarify how the professional team scoring is calculated?

Answer: Points are awarded for additional years beyond the minimum required experience.

7. What store profile will ICEX use for evaluation?

Answer: ICEX evaluates whether the retailer carries quality Spanish foods/wines meaningfully and whether it is a realistic candidate for executing an ESDS promotion in September 2026.

8. How many promotions were activated in previous campaigns? Is the minimum 100 promotions total or per channel?

Answer: For Spring 2026, approximately 180 promotions were carried out, including 87 restaurants.

9. How is a "promotion" defined?

Answer: A promotion is counted per individual location.

10. Should the minimum of 100 promotions be confirmed or fully executed?

Answer: 100 fully executed and documented promotions.

11. If a multi-location group participates, does each location count separately?

Answer: Yes, each location is counted as a separate promotion.

12. Should the focus be on gourmet/specialty retailers?

Answer: The goal is to promote multiple categories of Spanish foods and wines. Gourmet stores are likely candidates, but other operators meeting requirements are also welcome.

13. Can non-Spanish-focused retailers participate?

Answer: Yes, as long as they carry a variety of Spanish food and wine products.

14. Would larger retail chains be valued even if not eligible for Colmados certification?

Answer: Yes. Larger chains with sufficient Spanish product variety are of interest.

15. Does the "50% retailers should sell wine" requirement apply to all partners?

Answer: It applies to retail promotions only. 50% should include wines.

16. Do e-tailers count toward the 100 promotions?

Answer: Yes. Each e-tailer counts as one promotion location.

17. What types of restaurant/bar promotions qualify?

Answer: Consumer-facing promotions such as menus, wine-by-the-glass, tapas programs, or similar activities.

18. What are the goals of the Houston opening event?

Answer: It is a high-visibility PR initiative to connect stakeholders and generate media attention, announce ESDS, and promote awareness. It must be organized by the agency under the "Spanish Market" concept.

19. Is the Fall 2026 closing event part of the agency scope?

Answer: For Fall 2026, the agency handles the opening event in Houston. The closing event will be held at Mercado Little Spain (NY, Oct 6) and is separate.

20. Is the 65% KOL / 35% POS mix for the opening event mandatory?

Answer: It is a guideline.

21. Should the Houston opening event include consumers?

Answer: No. It is for professionals and trade only.

22. How should sales impact reporting be handled?

Answer: Evaluated case-by-case. The goal is to assess promotion impact; qualitative and visual data may supplement where sales data is unavailable.

23. What sales data should be collected?

Answer: Product, brand, and manufacturer of participating items. Data availability may vary by partner.

24. Are there required branding/logo guidelines?

Answer: Yes. Design guidelines and a manual will be provided and must be followed.

25. Will creative assets be provided?

Answer: Yes, materials will be provided by ICEX.

26. Are there required paid media minimums?

Answer: No. The agency should recommend allocation based on strategy.

27. Should the proposal include 2027 planning?

Answer: Focus only on Fall 2026. 2027 will be handled separately with a similar strategy.

28. What is the correct deadline for submitting questions?

Answer: June 5, 2026 (May 29, 2026, was an error).