

V I G N E R O N S E T M A I S O N S



INVITATION TO TENDER

Bureau du Champagne
European Nordics
(Sweden, Denmark, Norway, Finland)

Submission Deadline: **September 27th, 2023**



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
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Summary

Summary.....	1
I. Introduction.....	2
II. Activities by Mission and Expectations.....	2
A. Protection	2
B. Representation	3
C. Market knowledge	4
D. Education.....	4
E. Awareness and Image Elevation.....	6
F. Any Other Business	7
III. Contract scope & conditions	8
A. Budget.....	8
B. Performance.....	8
Data protection	9
Litigation – Dispute	9
C. Pre-requisite for your application	9
Required skills	9
Conditions for participation	9
D. Proposal content	9
E. Assessment criterias.....	10
F. Procedure.....	10



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

I. Introduction

The present call for tender from the Comité Champagne aims to find an agency able to represent the interest of the Champagne industry in the different missions mentioned below in the Nordics (Sweden, Denmark, Norway and Finland) starting 1st January 2024, with a 2-months training from November 1st to December 31st, 2023. The contract is renewable each year in January.

The general missions of the Champagne Bureau are the following:

- Participation to the protection of the name “Champagne”,
- Implementation of a series of actions to elevate Champagne awareness, image, and knowledge mainly among wine professionals and media.

The Comité Champagne is looking for the official representation of the Comité Champagne in the Nordics (Champagne Bureau for Nordics) by a personality embodying Champagne values and responsible for conducting the actions in each Nordic country. Each should be analyzed, targeted, and activated according to its specificities.

As looking for a new Champagne Bureau, it is important to insist on the fact that we focus our attention on long-term relationship with our partners to ensure better effect on actions and an identified contact point on the market for Champagne professionals.

II. Activities by Mission and Expectations

The chosen service provider will be expected to perform the following activities:

A. Protection

- supporting the Comité Champagne in its activity of protecting the Champagne appellation in the Nordics against infringements;
- monitoring the Nordics wine market, in particular wine producers using the Champagne name or an evocative word in the designation of their sparkling wines and reporting to Comité Champagne;
- performing online and offline general market research in the Nordics and reporting to Comité Champagne any abusive (direct or evocative) uses of the name “Champagne” exploiting its reputation for similar products or different products and services;
- collecting information on the suspect case and acting upon request of Comité Champagne in order to put an end to the infringement in an amicable way (no specific legal skills are required for this mission. Complex cases or cases brought before the courts are managed by the Comité Champagne and their specialized lawyers).
- Attending Customs and Police workshops and performing trainings in the Nordics to educate and support the local authorities;
- Creating and sharing contents and language elements in relation to the protection of the appellation Champagne in the Nordics, adapting the existing contents to the relevant audience;
- Generating advocacy among members of the trade, medias, and consumers in coordination with other activities conducted to support awareness and image elevation of the Champagne wines: activities conducted by the Champagne Bureau in the NORDICS should participate to the objective to support the protection of the designation of origin Champagne.



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

B. Representation

Apart from the activities mentioned below, the Bureau director will have the role of spokesperson of Comité Champagne in each of its markets. As such, we expect the Champagne Bureau Director to host a press conference and an importer meeting in each country he / she is responsible for at least once a year, virtually or in-person.

a. Trade Representation

Objective: Becoming the contact point and a resource for the Trade

The objective of the Champagne Bureau is to use appropriate means to coordinate the community of stakeholders of Champagne wine trade in each country. In this respect, the new Bureau will need to present how it envisions relations in 2023 and the actions it plans to take.

The Bureau should have an updated contact book of subsidiaries, importers, and agents. Help from the Comité Champagne could be provided.

The Bureau should organise at least 1 importer meeting per year during which a member of the Comité Champagne could join digitally or in person. This meeting will be prepared by the Bureau (PowerPoint presentation, key messages) based on the resources given by the Comité and the Bureau and validated by the Comité Champagne.

KPI: number of individual engagements with importers, Champagne region professionals and trade associations. Ensure most importers are reached.

b. Monopolies Representation

The Champagne Bureau Nordics should have regular contact with the Monopoly teams of each country to provide information about the Appellation ongoing projects, and achievements. The Bureau should also inform the Comité Champagne about ongoing relation between Champagne importers and the Monopoly.

The Bureau should organise at least 1 yearly meeting minimum with each monopoly.

KPI: number of individual engagements with Monopoly, transmission of relevant information/ weak signals concerning the monopoly evolution.

c. Media Representation

The Bureau is responsible for media monitoring on Champagne wine, producing monthly press reviews on Champagne wine in their countries for the Comité Champagne, identifying key media in their markets (general press and specialised press in the economy, wine, gastronomy, travel, culture, etc.), maintaining ongoing positive relations with these opinion shapers, actively encouraging media coverage for Champagne wine, encouraging, and organising press trips to the Champagne region, etc.

When the Bureau faces questions it cannot answer, it should contact the Press relation manager of Comité Champagne.

Communication messages and a tentative timetable of Push Press will be proposed. Messages can be proposed by the Bureau based on the current situation and the media's appetite in the country. It should fit each market's alcohol advertising regulation.

KPI: Number of Push Press, press coverage by articles, contact with journalists.



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

In its mission, the Bureau will monitor the press coverage linked to its media push activities and promote the Champagne Image.

C. Market knowledge

The Bureau is asked to interview significant market players (wine professionals, trade agents, ...) to collect their vision on the market and their knowledge of consumers. The Director of the Bureau shall identify these contacts in his/her network. High quality relations are key to the success of this mission.

The main topic of the mission is to analyse annual market shipment data and help on local trend analysis.

Indeed, the Bureau helps the Comité Champagne to understand the shipping statistics of their market, thereby monitoring the economic state of the markets. This may require closer engagement with wine professionals and importers for greater understanding of what is happening on the ground.

Specifically, you will be asked to shed light on:

- annual figures of the previous year – in January - in anticipation of press conferences and yearly publications: economic output, highlights that can explain Champagne exports to your country, Trend of the ongoing year – in June: share insights on economic/political situation which could have an impact on Champagne export in the short and medium run.
- ad hoc analysis on unusual statistical evolution

Qualitative information will come from your expertise and discussions with the trade (importers, wine shop owners, sommeliers, retailers...).

The Bureau will also be asked to focus annually on a specific survey. All datas will be gathered by the Bureau and shared to the Comité Champagne in order to provide a global market study to its Professionals.

Here's an historic of the recent surveys covered by the Comité along with the Bureaus network.

- 2020: Impact of the Covid-19 crisis,
- 2021 : development of e-commerce,
- 2022 : wine professional expectations and brakes
- 2023 : other sparkling appellations competition

The theme of the surveys is revised each year depending on Professionals expectations in terms of data and insights.

KPI: Alignment between the brief and the output that will allow the Comité to take relevant decisions and achieve “actionable” results.

D. Education

The objective and importance of Education was clearly re-affirmed last year by Champagne Professionals consolidating current actions with new ambitions. The objective is to propose a global training offer, systemic, unavoidable entry door of the Champagne education in the world to let know the values and the singularity of Champagne. This ecosystem must give to *prescripteurs*¹ the **will** and the **means** to promote Champagne.

¹ Prescripteurs :All professionals able to promote/sell Champagne



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
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Concerning the program, the Comité is working on the creation of an immersive and sensory oriented platform dedicated to Champagne Education, a unique virtual campus:

- New e-learning (Replacing the current MOOC)
- Playful items/tools (Games and Quizzes)
- Proposition of different path depending on your profile.
- And more to come

We will share this project more precisely with the selected Bureau.

a. Educational Activities

The training courses organised by the Bureau or held by the Bureau Director must be aligned not only with the training objectives but also with communication strategy: Comité Champagne's aim is not only to educate but also to convey messages and change behaviours towards Champagne.

As a Champagne Bureau, you would be able to select the venues, the themes, and the participants.

The training courses must transform the learner into an active partner in these training courses to foster behavioural changes:

- Develop role-playing during masterclasses,
- Embrace an interactive approach that encourages learners to test for themselves,
- Build up the pre- and post-training dimension to be "path-oriented":
 - o What is offered to the learner before training (MOOC² for instance, reading documents, videos, etc.)
 - o What is offered after training to assist professionals in the weeks following the training course (to go further and practice what they have learned).

b. Targets

Targets in your market must be identified in terms of volume, sales, and behavioural patterns, to choose two to three primary targets to be dealt with comprehensively.

E.g.: Where you think wholesalers are important, your objective should be to offer one-to-two-year training to all key wholesalers in your country.

- Wine retailers, Sommeliers,
- Wholesalers,
- Retailers,
- Importers sales team,

We invite you to be vigilant with the trained persons. Indeed, we want to maintain the relationship with the amateurs/ passionate but also to reach new *prescripteurs* that are not in our lists.

c. Available tools

The Wine Education team develops and provides a set of tools to allow you to produce impactful and relevant trainings. We ask the Bureau to use, on behalf of all actions, the most adapted tool to achieve the objective for the target and make the tools available to all Champagne educator partners.

Below is a list of tools developed by the Comité:

- The education charter for external educators working for the Bureaux du Champagne or the Comité.
- Intervention Kits/ toolbox for webinars and in-person trainings, videos to harmonise practices
- Educational materials
- The Champagne MOOC (massive open online course): Champagne e-learning

² The Champagne MOOC : Massive Online Open Class opened in 2020, more precision on page 7



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023

CONFIDENTIAL

- Fact sheets: 15 one-page sheets resuming all key-elements to know about Champagne.
- Technical videos
- “Champagne fundamentals” Booklet: gathers fact sheets, maps, tasting pages and notes section
- Champagne Challenge: a different training experience to Champagne Education
- Serious Game: active digital learning with modern and innovative content

New tools are also to come to enrich the toolbox. They have in common to be complementary on the content and its form among trainings or tools already existing: Interactivity, gamification, tangible.

Champagne education specialist program

The Champagne Specialist program will be the first official Champagne training delivered by wine schools in partnership with the Comité Champagne to train prescripteurs how to recommend Champagne. The objective is to create a network of partner schools able to deliver the program in the main markets. Because our content results from a consensus among all Champagne’s actors, anyone who follows our courses is sure to end up with a comprehensive vision of Champagne.

The trainings will touch professionals who wants to have a deeper training about Champagne and a certificate. This training is oriented into practicing and using the knowledge acquired through the MOOC: interactive workshops, tastings, cases studies. These trainings are not in competition with Bureau’s other actions but are complementary. Indeed, the trainings will touch professionals who wants to have a deeper training about Champagne and a certificate.

We expect the Bureau to select at least two schools by major country in 2024 and sign partnership with them to start the first training sessions during the second semester of the year (two schools to avoid the sensation of training “monopoly”). Ideas of potential partners should be part of your proposition.

After the signing of contract, the role of the Bureau is to help, accompany, develop, advise, and provide feedbacks but also to control schools and certification process. Your role as ambassade of the Champagne makes sense to avoid any deviation and protect the image of the Appellation.

Prescripteurs Community Management

Community management of trained *prescripteurs* should help you to maintain a connection, and gradually improve people’s knowledge but also follow the impact of your trainings. **Actions can be proposed to maintain these community alive.**

The KPI for the Education mission is the number of persons trained and the post training surveys.

E. Awareness and Image Elevation

Champagne reason-why:

Champagne holds a special place in our lives. It adds pleasure, conviviality, uniqueness to our lives:

- Thanks to its singular character as a great wine - unique because it comes from a special territory.
- As well as its iconic character - need for symbols.

Comité Champagne provides important communication momentum throughout the year such as Harvest and Yearly shipments data. We also expect the Bureau to propose communication messages through Push as well as a communication plan.

Thus, we invite you to adapt this communication depending on news and your media’s expectations and to remain open to new opportunities and press interest for any other topics (e.g.: PR Best Practices by the UK Bureau) in parallel with Comité’s messages propositions.



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023 **CONFIDENTIAL**

Target: The Bureau should bear in mind that end-consumers are not the target of Comité Champagne communication, according to its decision makers. End consumers are reached through media and wine professionals

Here's a list of messages considered as a priority:

- “Champagne only comes from Champagne”, a unique and enchanting Terroir
- Prestige: Champagne is an iconic wine, a Myth in itself, the incarnation of prestige and celebration
- Make sure the name Champagne regularly appears in the media to be visible for the end consumers
- Champagne is “a simple pleasure, modern and present in all life moments”
- Transmission, innovation, responsibility: Position Champagne as a sector with an “innovative heritage”.

KPI: The Bureaus’ media relations performance indicator is the number of articles generated (i.e., those generated by the Champagne Bureau or those for which its contribution was meaningful, as opposed to “reported” articles with no input from the Bureau).

But also from a qualitative standpoint, alignment of the article with the message we wanted to put across.

- **Champagne Day**

Champagne Day is the fourth Friday of October each year. The Bureau should propose an activity dedicated to the most relevant target for his market.

More specificity about Champagne Day will be shared in 2024 as we re-work the concept with an agency.

- **Social network**

Since the end of 2019, the Champagne Bureaus no longer have any pages on social media. We wanted to centralise the management of social media in Epernay because running a page or a community has a cost, takes time, requires very up-to-date knowledge of how social media operates, whereas the ROI is not always optimal.

Non-promoted (= non-sponsored) content is less and less visible.

The Comité Champagne want to continue running its mainstream social media pages from Epernay. However, the Comité is aware that the Bureau may need to use social media to reach out to certain segments, depending on the actions proposed.

With an “Agency” account, it is impossible to communicate directly with the targeted consumer segments in your countries (in exchange for a budget to buy advertising space). You can therefore include a social media budget in your actions and communicate directly with your targets in the desired language: Your posts will appear directly on the screens of targeted people and not on the Comité Champagne’s pages.

F. Any Other potential mission

- Attendance at the annual meeting of Champagne Bureaux in Epernay is compulsory, Champagne Bureau’s Week in 2024 will be from March 18th to 22nd.
- Review of translated documents into the language of the country concerned,
- Regular online meetings with Comité Champagne teams to discuss on-going projects, progress and share best practices and inspire other bureaus
- When necessary, organizing visits to the NORDICS of representatives of the Comité Champagne, including preparation of appointments and agendas, as well as logistics support.
- Meetings with Champagne Professionals visiting the country,
- Monthly reports on all missions (Template provided),



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

- Organise trips of Comité Champagne members when visiting your market.

III. Contract scope & conditions

A. Budget

The annual budget is set by the Comité Champagne and is divided into different missions. Below is an indicative budget for 2024, subject to change.

- Education: 30 000€
- Protection: 6 000€
- Representation: 20 000€
- Communication and image: 10 000€
- Market knowledge: 15 000€

This amounts a total budget for the Bureau's activities of 81 000€.

Given the recruitment timeline, a smaller budget for the training period and the first actions will be attributed from November to December 2023.

For the next years, the budget will be attributed on market needs and actions proposed by the Bureau.

B. Performance

Intuitu personae

The agreement signed between the Comité Champagne and the selected agency shall be entered into in consideration of the qualities and staff of the agency. With the agreement of Comité Champagne, the Agency appoints a staff member to personally conduct the action programmes specified in this agreement. If this employee ceases to fulfil the mission, for whatever reason, Comité Champagne reserves the right to terminate the agreement binding it to the agency before the term of the contract without prior notice or penalties.

The position of Champagne Bureau director is important and prestigious. He/She is the representative of the industry in his/her country and is the person of confidence for the Comité Champagne, He/She also acts as a spokesperson on identified topics. This is a long-term relationship that Comité Champagne and Champagne professionals forge with a person of confidence. This person is part of a network of Bureau directors working together to promote Champagne all over the world. He/she comes to Champagne to meet the local Champagne professionals at least once a year.

The Director of the Champagne Bureau is not required to be at once a wine educator, communicator, lawyer. He/she is our person of confidence, our representative. The Comité Champagne relies on the Director to select the most appropriate people for these tasks (employees or service providers for specific actions).

Non-compete clause

For the entire duration of the agreement between the Comité Champagne and the agency, the agency shall refrain from providing services to professionals in the Champagne region, particularly winegrowers, cooperatives, or Champagne houses and from providing services to other alcoholic beverages companies without prior specific consent from the Comité Champagne.



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

Data protection

The agency shall ensure that appropriate measures are taken to protect the personal data it collects or stores, in accordance with European regulations, and in particular the General Data Protection Regulation (GDPR).

Litigation – Dispute

The parties shall endeavour to settle any dispute that may arise in connection with this call out of court. If such an out-of-court settlement is not possible, the parties will go exclusively before the French courts under the jurisdiction of the tribunal where the Comité Champagne has its seat.

C. Pre-requisite for your application

Required skills

- Strong networks with the trade and monopolies on all or at least one market in the Nordics.
- The candidate must have strong knowledge of wine/ Champagne and gastronomy, experience in wine education is a real plus
- The agency must have good contacts in the various medias, trade
- a good understanding of legal, policy, economic issues and of consumer trends is important,
- Strong English skills, an understanding of French is a plus

Conditions for participation

- The Champagne Bureau must be based in one of the Nordics countries (Sweden, Denmark, Norway or Finland) preferably in **Stockholm (if elsewhere, explain why the location you propose is relevant)**
- He/she must not work for a Champagne brand or other sparkling wine brand or must be prepared to cease any such functions he/she may currently have with these companies. Neutrality is essential not to be stuck in conflict of interest
- Within the agency, he/she will dispose of logistic resources (secretariat, communication, premises) enabling him/her to create a genuine Champagne Information Bureau

D. Proposal content

Candidates **must submit a proposal covering all missions described above and containing the information and documents relating to the following questions:**

- What contacts do you have with the world of wine and the media?
- What themes do you think are relevant to improve the reputation and desirability of Champagne?



Comité Champagne Call for Tender – Bureau du Champagne European Nordics 2023
CONFIDENTIAL

- How do you expect to generate positive media coverage throughout the year on priority themes regarding the different regulation on alcohol and media in the Nordics?
- How will you approach communication on the desirability of Champagne among Champagne prescribers (retailers, sommelières, wine stores, trade associations, ...)?
- Describe your relations with the world of wine education and hospitality management schools and how do you plan to carry out Champagne education actions?
- Detail your relationship with the French official services, importers network, and Nordics Monopolies.
- What is your ability to work as part of a team, to coordinate works and activities with the advisors of Comité Champagne?
- How will you deal with the multiple countries: which split of activities do you advise according to specificities of each market

Candidates can propose activities for the end of 2023 if they think there are interesting opportunities. Major proposal is to be detailed for 2024.

2023 activities should be the preparation of the full year of 2024.

Candidates must also provide:

- A description of the organizational structure, with principal fields of activity
- A copy of the candidate's curriculum vitae, including experience relating to the wine industry and/or in policy issues and governmental affairs as well as experience in providing the activities

E. Assessment criterias

The assessment is on a base of 35 points divided between 5 categories:

- Filling the pre-requisite including experience and contacts (/10)
- Comprehension of the industry, and its stakes (/5)
- Proposal suitability on behalf of the objectives (/10)
- Creativity and innovation in the actions proposed (/5)
- Clarity of proposal (/5)

F. Procedure

- Inform Johanna Cazé-Fontanesi if you intend to participate in the tender so that we can send you additional information if needed,
- Questions and answers if necessary with johanna.fontanesi@civc.fr
- Proposal must be submitted at the latest on **September 27th, 2023** by email to Johanna Cazé-Fontanesi (johanna.fontanesi@civc.fr)
- Interviews of selected candidates by Comité Champagne members between **October 4th and October 6th, 2023**
- **Potential rework on proposition from October 9th to 13th,**
- Final interviews between finalists if necessary between **October 16th and 20th, 2023**
- **Decision by October 27th**