

The London 2012 Business Network

Opportunities from London 2012

BULLETIN #27 – 26 July 2010

Opportunity



Opportunity Title **Alcoholic Beverage Supply for London 2012**

Buying Organisation	The London Organising Committee of the Olympic Games and Paralympic Games Ltd.
Website	www.london2012.com
Opportunity Method	Contract Opportunity
Opportunity Type	London 2012 supply chain (private sector)
Nature of Opportunity	Services
Estimated contract value (GBP)	Not disclosed

About the Opportunity:

In the summer of 2012 the Olympic and Paralympic Games come to London. They will have an enormous impact on the city, the country and even the world. The London 2012 bid promised a memorable occasion that will make a positive impact before, during and beyond the main event.

Description

The way we provide alcoholic beverages (excluding spirits) for the Games must reflect this promise. We and our partners are committed to delivering a tastier, healthier and more sustainable Games and the supply of alcoholic beverages must support this.

The Games are the largest peace time catering operation in the UK. During the course of the Games, we will serve over 14 million meals, across 40 different locations. A drinks supply supporting a catering operation on this scale is a unique challenge.

The London 2012 Olympic Games and Paralympic Games will take place between 27 July 2012 and 9 September 2012.

LOCOG is responsible for organising and staging the Games, which includes the safe, efficient, environmentally responsible and sustainable provision of alcoholic beverages:

(a) Provision of Alcoholic beverages for hospitality purposes; and

(b) Alcoholic beverages to be provided to certain customer groups (including general public ticket holders, members of the press and media, accredited contractors, corporate ticket holders and corporate sponsors) at the cost of the relevant customer group.

This opportunity is for a range of beverages including, but not limited to, beer and wine. Potential suppliers are advised to consider the content of the LOCOG food vision and consider it as appropriate when preparing their responses to this opportunity and any future procurement documentation.

LOCOG will be assessing the responses to this tender against a range of criteria including sustainability and responsible alcohol consumption initiatives.

We will also ask all bidders to acknowledge and support responsible drinking objectives including consumer education and tackling alcohol related anti-social behavior.

THIS OPPORTUNITY IS FOR THE PROVISION OF TIER 1 'MASTER SUPPLIER' SERVICES. IT IS OUR INTENTION TO HAVE A MAXIMUM OF TWO SUPPLIERS WHO CAN PROVIDE A BROAD RANGE OF DRINKS WITHIN A DEFINED CATEGORY, E.G. WINES OR BEERS.

Should you be a supplier interested in being a part of London 2012 but are not willing or able to deliver contracts of this size and profile there may be opportunities for you to work for the Tier 1 supplier(s) as a Tier 2 service provider. We will be working with the Tier 1 suppliers to determine how they can make business opportunities accessible to small and medium sized organisations. This will offer small and medium sized organisations the potential to work with the Tier 1 supplier(s) as sub-contractors or suppliers (Tier 2 suppliers). This will form a key part of our Tier 1 supplier selection process.

In addition, this process will provide you with the opportunity to become an official London 2012 sponsor. The Games present companies with an unprecedented partnership opportunity in the UK; through the acquisition of marketing and sponsorship rights, they offer the chance to showcase expertise and capability, delivering significant business benefits to your organisation on the back of one of the most powerful brands in the world. As one of LOCOG's commercial partners, you will

contribute towards the success of an inspirational event that leaves a lasting legacy. At the same time, you will enjoy an exclusive and valuable bundle of sponsorship rights, opportunities and support available only to LOCOG's official partners.

ADDITIONAL INFORMATION

The following documents have been selected to provide you with relevant information:

- Food vision for the London 2012 Olympic Games and Paralympic Games

(Downloadable from www.london2012.com/documents/locog-publications/food-vision.pdf)

- Games Waste and Resource Management strategy

- LOCOG Packaging Guidelines – Version 1

- Open - The LOCOG Diversity and Inclusion Strategy

(Downloadable from <http://www.london2012.com/get-involved/jobs/working-for-locog/diversity-and-inclusion.php>)

About the buyer's selection process:

Responses to these questions will be evaluated and a short list of potential suppliers deemed capable of fulfilling LOCOG's requirements will be prepared. Successful applicants will be those which, in LOCOG's sole opinion, will be most capable of fulfilling LOCOG's requirements as set out in this opportunity.

LOCOG reserves the right to issue a Pre-Qualification Questionnaire (PQQ) to short listed suppliers and invite them to provide further evidence in support of their responses. A response to this opportunity does not mean that you will automatically receive an Invitation to Tender document. The PQQ will be used to determine a 'Bidder List'.

Suppliers on the Bidder List will be issued with an Invitation to Tender (ITT), together with further details of LOCOG's requirements. No feedback will be provided to those applicants not invited to proceed further in the procurement process.

The first phase in the ITT process will be for the bidders to submit their base proposals. These proposals will be evaluated against criteria provided with the ITT and supplier(s) will be invited to present their proposals and participate in a technical interview. LOCOG may require a multi-round interview process in order to fully evaluate and test supplier(s) proposals.

Successful supplier(s) will be notified.

About the buyer:

The London Organising Committee of the Olympic Games and

Paralympic Games Ltd (LOCOG) is inviting expressions of interest from organisations interested in providing Alcoholic Beverage Supply to London 2012 and the Olympic venues.

LOCOG is committed to demonstrating leadership in sustainable development and ensuring that the Games and its operations are managed in a way that is environmentally sound, economically viable, and socially responsible.

Bidders should note that it is planned to use electronic procurement for this opportunity.

Delivery point

East London, Greater London, South East England and other major cities in the UK

Details of specialist staff required (if any)

Trained and appropriately qualified, where necessary, personnel may be required for a number of specialist service tasks.

2 records found, displaying all records.

	File name	File Size	Date Uploaded	
Document	games waste & resource management strategy.pdf	193 Kb	07/01/2010 01:55:56	Download
	locog packaging guidelines.pdf	134 Kb	07/01/2010 01:57:00	Download

Business Categories

1. Distilleries
2. Cider makers
3. Wines spirits and beer - wholesale
4. Wines spirits and beer - retail
5. Vineyards and wine producers
6. Brewers
7. Wines spirits and beer - importers
8. Catering food and drink suppliers

CompeteFor

response deadline

09/08/2010 12:00

Estimated tender close date

14/09/2010

Estimated contract award date

31/10/2010

Estimated contract start date

01/12/2010

Additional information for bidders Include any special notes for

Only suppliers with the capacity to deliver one or more complete contract bundle should apply for this opportunity.

special notes for

In addition to responding to these questions on CompeteFor, applicants

bidders

should be prepared to provide evidence to their responses, in the event of being short / bidder listed.

CompeteFor is an web-brokerage tool. LOCOG reserves the right at any time to alter the scope of work requested pursuant to this opportunity or to withdraw the opportunity partially or completely.

LOCOG regrets being unable to provide feedback following responses on CompeteFor.