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Request for proposals

**to participate in EIT Food RIS Consumer Engagement Labs
– market testing**

EIT Food – Making Food Innovation Happen

<http://www.eitfood.eu>

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1. Overview of EIT Food

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted.

The initiative is made up of a consortium of key industry players, startups, research centres and universities from across Europe. It is one of nine Innovation Communities established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe.

EIT Food aims to collaborate closely with consumers to develop new knowledge and technology-based products and services that will ultimately deliver a healthier and more sustainable lifestyle for all European citizens.

For more information about our company please visit the following website: www.eitfood.eu

2. Scope of work

The present request for proposals is launched by EIT Food CLC North-East Sp. z o.o. ("EIT Food CLC NE") jointly with the University of Warsaw to **select 4 companies that will deliver market testing services for products** that were successfully developed with the participation of consumers (each company-subcontractor selected in the present request for proposals will deliver market testing services for one product specified in section 2.2 of this request for proposals document).

The selection process is implemented as an open request for proposals, using clear and transparent selection criteria, and the selection will be carried out with the help of expert evaluators. In 2025, each subcontractor will benefit from funding of **9,000€ net** to carry out the tasks and implement the contractual obligations (based on subcontracting relationship, i.e. by issuing VAT invoices, without the requirement to apply Horizon Europe rules for personnel cost accounting). The subcontractors will have a precisely defined workplan, linked to the timeline of project activities.

2.1. Contractual tasks of subcontractor

The Subcontractor will be responsible for the organisation and delivery of research services related to a product co-created with the participation of consumers and the food company. Specific new products were designed with the involvement of consumers in 2021-2024 and introduced to the market by food companies in 2022-2025. The Subcontractor will deliver research services supporting the market testing of one such product. The following list of contractual tasks applies:

- Participation in a meeting with the food producer company to analyse the innovative product features and benefits, alongside available product marketing collateral;
- Providing inputs into the food producer company planning for commercial exploitation of the product co-created with the participation of consumers and the food company by discussing possible approaches to commercialisation and successful product marketing communication;
- Carrying out the retail market testing of the product by: placing an order with the food producer for an initial batch of products, amounting to at least 10,000€ net; making the product available for consumers in a selected number of retail outlets/service points; analysing sales performance for at least 1 month; collecting insights, lessons learned and possible reactions to the product by consumers and company employees;
- Submitting "Report on the new product market testing" (the "Report") (providing details of 1 new product concept selected for market introduction and commercialisation plans) – detailed instructions and report templates are provided by the University of Warsaw and the report includes: data about the number of retail outlets/service points (geographical scope), number of products used in the test (confirmed by an

- invoice issued by the food company to the Subcontractor, amounting to at least 10,000€ net; the invoice should specify the sales value in euro and for invoices issued in local currencies other than euro, the sales value should be converted to euro based on the official exchange rate of the national bank on the day preceding the invoice issue date), data about sales performance for at least 1 month; insights, lessons learned and possible reactions to the product by consumers and company employees;
- Participation in the debriefing session with the team from the University of Warsaw to discuss the project experiences and lessons learned, following the submission of the Report.

2.2. Information about products to be used for market testing

(1) 50/50 Chicken + veggies — Chicken and Pea Protein Balls

Producer: SIA Nordcrunch (Nordcrunch Ltd.)

WWW: <https://www.nordcrunch.com/welcome/>

Email: shop@nordcrunch.com

Description: Chicken meatballs enriched with grey peas, offering a balanced meat product with added leguminous fiber—ideal for consumers seeking a quality protein source in smaller portions. Grey peas are naturally gluten-free and have a low glycaemic index, making the product suitable for people with coeliac disease or blood sugar sensitivities, including diabetes. Made from EU-sourced chicken meat and grey peas, the product also contains sunflower oil, onions, wheat flour, and natural seasonings. Packed in a protective atmosphere, it should be stored at +2°C to +6°C and consumed within 48 hours after opening

Ingredients: Pre-cooked chicken / vegetable meatballs (proportion - 50/50); Chicken meat; grey peas; chicken skins; water; WHEAT flour; yeast; sunflower oil; onions; salt; acidity regulators: sodium acetate, citric acid; antioxidant: ascorbic acid; ground black pepper. May contain nuts, mustard, soya, celery, milk. On average, 100 g of product contains: energy 627 kJ/150 kcal, fat 8,4 g, including: saturates 0,7 g, carbohydrate 9,3, including: sugars 0,9 g, protein 9,2 g, salt 2,0 g.

Unit size: 300g

Unit price: 3.99 EUR

Estimated quantity of products required for market testing: 2507

(2) Parsnip & lentils with champignons gravy

Producer: LYOFood Sp. z o.o.

WWW: <https://lyofood.com>

Email: info@lyofood.com

Description: A vegan ready-made meal that is gluten and lactose free, making it easy to digest and prevents inflammatory response. Older consumers value natural composition of the product, thus Parsnip & lentils with gravy does not contain any additives. Thanks to lyophilisation, proposed meal keeps the best nutritious qualities. Its composition is tailored to specific needs of older consumers and their dietary requirements.

Ingredients: lentils with parsnip 93% (red lentils 18%, parsnip 14%, coconut milk, millet, oil, green parsley, salt, horseradish, nutmeg, turmeric), mushrooms in tamarind sauce 7% (mushrooms 89%, olive oil, salt, apple vinegar, agave syrup, tamarind, sugar, spices)

Unit size: 70 g

Unit price: 2,60 EUR

Estimated quantity of products required for market testing: 3853

(3) Green Poli pops cheese

Producer: Perutnina Ptuj d.o.o.

WWW: <https://perutninaptuigroup.com/>

Email: Florijan.cajzek@perutnina.eu

Description: Poli Pops – a snack made from pea protein with a cheese flavour. These crispy snacks contain 30g of protein per 100g and are made using non-fried production methods. Poli Pops have 50% less fat than regular chips and are gluten-free. Poli Pops is the only snack product on the retail market in Southeast Europe (SEE) that combines high protein content with reduced fat content.

Ingredients: Pea protein (27 %), lentil flour, rice flour, potato starch, sunflower oil, salt, whey powder 2,6 %, onion, sugar, maltodextrin, cheese powder 0,6 %, flavour enhancer: monosodium glutamate, acidity regulator: sodium phosphate
Unit size: 60g
Unit price: 1,33 EUR
Estimated quantity of products required for market testing: 7524

(4) Spinach and Hummus-Filled Roll

Producer: Witold Węgrzyn ZPH Piekarnia WM-ka

WWW: <https://www.wm-ka.pl/index.html>

Email: biuro@wm-ka.pl

Description: Wheat dough filled with a savoury blend of spinach, sun-dried tomato hummus, and seeds.

This spiral-shaped, plant-based snack is free from milk and animal protein — and it's made not only for those following a vegan or dairy-free diet. It's a great choice for anyone seeking a wholesome, nutritious product made with simple, natural ingredients.

The soft, elastic dough has a light and compact texture, while the moist filling is evenly distributed and well-integrated, offering a balanced bite in every piece. The visible seeds and pieces of filling add texture and flavor. Naturally rich in plant-based protein and fibre, this snack supports a healthy, balanced diet — perfect as a light meal or nourishing snack throughout the day.

Ingredients: Spinach (38%), wheat flour, soy drink (water, soybeans (8%), sugar, calcium carbonate, sea salt, riboflavin, vitamin B12, vitamin D2, flavourings), sun-dried tomatoes in oil (rapeseed oil, sun-dried tomatoes (34%), water, spices, salt), hummus (4%) (chickpeas (46%), water, ground sesame seeds, salt, acidity regulator (citric acid), sugar), flaxseed, margarine (palm fat, rapeseed oil, water), yeast, pumpkin seeds, pepper, granulated garlic, salt.

Unit size: 120g

Unit price: 0,93 EUR

Estimated quantity of products required for market testing: 10800

3. Proposal Process

3.1. Participation

Participation in this proposal procedure is open to all eligible tenderers.

Eligible tenderers need to meet the following criteria:

1. A legal person (informal organisations/unregistered startup teams are not eligible) registered in a member state of the European Union;
2. A retailer (company specializing in retail sale; NACE code G47), focused on fast-moving consumer goods or food service company (NACE I56);
3. Willing to carry out market tests of a selected new product, which is the outcome of the Labs co-creation process;
4. Able to sign a subcontracting agreement with the EIT Food CLC NE and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities (EIT Food partners and Rising Food Stars members are not eligible);
5. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

While evaluating applications, EIT Food CLC NE will also consider the following criteria:

6. Experiences in sales of consumer food products;
7. Scale of existing sales and/or delivery operations;
8. Proposed plan for product market testing.

3.2. Submission of proposal

	Date
Deadline for submitting proposals	04.07.2025, 11 am CEST
Intended date of notification of award	08.07.2025
Intended date of contract signature	30.07.2025

Proposals must be emailed in English to the following address to:

E-mail: mkielkiewicz@wz.uw.edu.pl

The proposal based on the attached template (Annex III 'EIT Food RIS CEL'' Application Form) shall contain:

- required information regarding the tenderer;
- indication of the product co-created in Consumer Engagement Labs selected for market testing;
- proposed plan of market testing activities;
- Declaration of Honour attached (Annex II: Declaration of Honour Template).

Responses should be concise and clear. The tenderer's proposal will be incorporated into any contract that results from this procedure. Tenderers are, therefore, cautioned not to make claims or statements that they are not prepared to commit to contractually. Subsequent modifications and counter-proposals, if applicable, shall also become an integral part of any resulting contract.

The tenderer confirms that the individual submitting the natural or legal entity's proposal is duly authorized to bind its entity to the proposal as submitted. The tenderer also confirms that it has read the instructions to tenderers and has the experience, skills and resources to perform, according to conditions set forth in this proposal and the tenderers' proposal.

3.3. Validity of the proposals

Tenderers are bound by their proposals for 90 days after the deadline for submitting proposals or until they have been notified of non-award.

The selected winner must maintain its proposal for a further 60 days to close the contract.

Proposals not following the instructions of this Request for Proposal will be rejected by EIT Food CLC NE.

3.4. Requests for additional information or clarification

In case the tenderers require additional information or clarifications, these should be addressed to the person indicated below. All communication between EIT Food CLC NE and tenderers is only possible in writing, all

requests will be done and answered by e-mail only. All questions should be sent prior to deadline for requesting clarification as specified in Section 3.1.

E-mail: mkielkiewicz@wz.uw.edu.pl

3.5. Costs for preparing proposals

No costs incurred by the tenderer in preparing and submitting the proposal are reimbursable. All such costs must be borne by the tenderer.

3.6. Clarification related to the submitted proposals

After submission of the proposals, they shall be checked if they satisfy all the formal requirements set out in the proposal dossier. Where information or documentation submitted by the tenderers are or appears to be incomplete or erroneous or where specific documents are missing, EIT Food CLC NE may request the tenderer concerned to submit, supplement, clarify or complete the relevant information or documentation within an appropriate time limit. All communication between EIT Food CLC NE and tenderers is only possible in writing, all requests will be done and answered by e-mail only.

3.7. Evaluation of proposals

The quality of each proposal will be evaluated in accordance with the below mentioned award criteria. The award criteria will be examined in accordance with the requested service indicated in Section 2 of the document.

All proposals will be evaluated taking into account the following eligibility criteria, related to the applicants and their operations:

1. A legal person (informal organisations/unregistered startup teams are not eligible) registered in a member state of the European Union;
2. A retailer (company specializing in retail sale; NACE code G47), focused on fast-moving consumer goods or food service company (NACE I56);
3. Willing to carry out market tests of a selected new product, which is the outcome of the Labs co-creation process;
4. Able to sign a subcontracting agreement with the EIT Food CLC NE and act as a subcontractor in a project funded based on Horizon Europe/EIT modalities;
5. Possessing knowledge, skills, and resources needed to carry out the subcontracted tasks.

Eligibility criteria 1-5 will be evaluated on a 0-10 scale: 0 – not satisfactory; 10 – satisfactory.

Applications that meet all the eligibility criteria (1-5) and receive 50 points will be further evaluated, based on the following selection criteria:

6. Experiences in sales of consumer food products;
7. Scale of existing sales and/or delivery operations;
8. Proposed plan of product market testing.

Selection criteria evaluated on a 0-10 scale: 0 – non satisfactory; 5 - satisfactory; 10 – excellent.

The application can receive max. 80 points for criteria 1-8. The highest ranked applications that meet all the eligibility criteria (1-5) will be selected.

The results of the award procedure will be communicated in writing (via e-mail) to the successful and unsuccessful tenderers.

3.8. Appeals/complaints

Tenderers believing that they have been harmed by an error or irregularity during the award process may file a complaint. Appeals should be addressed to EIT Food CLC NE. The tenderers have 3 calendar days to file their complaints from the dispatch of the award notification e-mail.

3.9. Signature of contract

Please refer to Annex I for the template contract that shall apply to this procedure.

Within 7 days (usually 5 days, but you may extend this period if required) of receipt of the contract from EIT Food CLC NE, the winning tenderer shall sign the contract and return it to EIT Food CLC NE. Upon receipt, EIT Food CLC NE shall countersign and return one signed copy of the contract to the winning tenderer.

3.10. Cancellation of the proposal procedure

In the event of cancellation of the procurement procedure, EIT Food CLC NE will notify tenderers of the cancellation. In no event shall EIT Food CLC NE be liable for any damages whatsoever including, without limitation, damages for loss of profits, in any way connected with the cancellation of a proposal procedure, even if EIT Food CLC NE has been advised of the possibility of damages.

3.11. Ethics clauses / Corruptive practices

EIT Food CLC NE reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the contract, EIT Food CLC NE may refrain from concluding the contract.

The supplier shall take all measures to prevent any situation where the impartial and objective implementation of the contract is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interests'). The supplier should immediately inform EIT Food CLC NE if there is any change in the above circumstances at any stage during the implementation of the tasks.

3.12. Annexes

Annex I: Contract Template.

Annex II: Declaration of Honour Template

Annex III: EIT Food RIS CEL Application Form