

Appendix 4.1 Evaluation Matrix - Stage 1

Organisation of a Marketing Programme for German Wine in the United States of America

Award procedure number: DWI 2026-10



**Willkommen
in besten Lagen.**

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Criteria / Subcriteria	max. Points	Multiplier	max. total points
1. Reference 1 “gastronomy and trade” sector in the United States of America			35,00
I. Duration / contractual relationship of reference	3	2,67	8,00
II. Number of events carried out during the contractual relationship of the reference	3	4,00	12,00
III. Sector of the reference	3	5,00	15,00
2. Reference 2 “gastronomy and trade” sector in the United States of America			35,00
I. Duration/contractual relationship of reference	3	2,67	8,00
II. Number of events carried out during the contractual relationship of the reference	3	4,00	12,00
III. Sector of the reference	3	5,00	15,00
3. Qualification of the team leader/Head of Campaign			15,00
I. Project experience with large campaigns	3	2,50	7,50
II. Number of companies for which the team leader has run marketing campaigns	3	2,50	7,50
4. Qualification of the project team			15,00
I. Wine-related professional experience based on years of work experience	3	2,50	7,50
II. Project experience based on number of completed projects	3	2,50	7,50
Total			100,00

1. Reference 1 “gastronomy and trade” sector in the United States of America			
Subcriteria	Evaluation	Max. points	Max. weighted points
I. Duration of the contractual relationship of reference Points awarded for the duration from the commencement of the contract / contractual relationship up to the date of termination or up to the current date, if contract / contractual relationship is still running	Commencement of contractual relationship to termination/current date less than 1 year: 0 points more than 1 year: 1 point more than 2 years: 2 points more than 3 years: 3 points	3	8,00
II. Number of gastronomy and trade events carried out during the contractual relationship of the reference Points awarded for the number of events with at least 10 (ten) participants that have been organised by the applicant	Number of gastronomy and trade events with at least 10 participants carried out within the contractual relationship 0 to 2: 0 points 3 to 4: 1 point 5 to 6: 2 points more than 6: 3 points	3	12,00
III. Sector in which the reference was or is carried out Points awarded for the sector in which the reference was carried out	The reference is not from the food & beverage sector: 0 points from the food & beverage sector: 1 point from the beverage sector: 2 points from the alcoholic beverage sector: 3 points	3	15,00

2. Reference 2 “gastronomy and trade” sector in the United States of America			
Subcriteria	Evaluation	Max. points	Max. weighted points
I. Duration of the contractual relationship of reference Points awarded for the duration from the commencement of the contract / contractual relationship up to the date of termination or up to the current date, if contract / contractual relationship is still running	Commencement of contractual relationship to termination/current date less than 1 year: 0 points more than 1 year: 1 point more than 2 years: 2 points more than 3 years: 3 points	3	8,00
II. Number of gastronomy and trade events carried out during the contract term of the reference Points awarded for the number of events with at least 10 (ten) participants that have been organised by the applicant	Number of gastronomy and trade events with at least 10 participants carried out within the contractual relationship 0 to 2: 0 points 3 to 4: 1 point 5 to 6: 2 points more than 6: 3 points	3	12,00
III. Sector in which the reference was or is carried out Points awarded for the sector in which the reference was carried out	The reference is not from the food & beverages sector: 0 points from the food & beverages sector: 1 point from the beverages sector: 2 points from the alcoholic beverages sector: 3 points	3	15,00

3. Qualification of the team leader/Head of Campaign			
Subcriteria	Evaluation	Max. points	Max. weighted points
I. Qualification of the team leader/Head of Campaign who will be in charge of the services concerned: Team leader's project experience with large campaigns, based on a reference	<p>Average annual budget of the reference campaign conducted by the team leader</p> <p>0 – 49 999 euro: 0 points 50 000 – 89 999 euro: 1 point 90.000 – 139 999 euro: 2 points more than 140 000 euro: 3 points</p>	3	7,50
II. Qualification of the team leader/Head of Campaign who will be in charge of the services concerned: Indicate the number of companies in the food & beverages sector for which he or she has run marketing campaigns	<p>Number of companies in the food and beverages sector for which he or she has run marketing campaigns</p> <p>0 companies: 0 points 1-2 companies: 1 point 3-4 companies: 2 points more than 4 companies: 3 points</p>	3	7,50

4. Qualification of the project team			
Subcriteria	Evaluation	Max. points	Max. weighted points
I. Qualifications of the team that will be involved in the project: Points awarded for team members' professional experience related to the wine sector, based on years of work experience	At least one team member has continuously worked (full or part-time) in the production, marketing, sales of wine or in education on the subject (e. g. purchaser, seller, promoter of wines or teacher in the subject of wine or equivalent/similar) for the time period of less than 1 year: 0 points 1 to 3 years: 1 point 3 to 6 years: 2 points more than 6 years: 3 points	3	7,50
II. Qualifications of the team that will be involved in the project: Points awarded for the project experience of the team as a whole in the alcoholic beverages sector, based on completed projects	The team as a whole has carried out a certain number of reference projects in the alcoholic beverages sector on average 0 to 2: 0 points 3 to 4: 1 point 5 to 6: 2 points more than 6: 3 points	3	7,50