

V

*(Announcements)*PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION
POLICY

EUROPEAN COMMISSION

Prior notification of a concentration**(Case COMP/M.7193 — Gores/Premier Foods/Hovis)****Candidate case for simplified procedure****(Text with EEA relevance)**

(2014/C 70/04)

1. On 3 March 2014, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the Gores Group LLC ('Gores', USA) and Premier Foods plc. ('Premier Foods', United Kingdom) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of a newly created company constituting a joint venture Hovis Limited ('Hovis', United Kingdom) by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Gores: private equity investor primarily active in the United States and Western Europe,

— for Premier Foods: manufacture and supply of grocery products, including bread and bakery products, flour, cakes, convenience foods, soups, cooking sauces, desserts, stocks and gravies mainly in the United Kingdom,

— for Hovis: manufacture and supply of flour and baked goods.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004 ⁽²⁾, it should be noted that this case is a candidate for treatment under the procedure set out in the Notice.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

⁽¹⁾ OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

⁽²⁾ OJ C 366, 14.12.2013, p. 5.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.7193 — Gores/Premier Foods/Hovis, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
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