

Prior notification of a concentration
(Case COMP/M.5633 — PepsiCo/The PepsiCo Bottling Group)
(Text with EEA relevance)
(2009/C 236/09)

1. On 21 September 2009, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertaking PepsiCo (USA) acquires within the meaning of Article 3(1)(b) of the Regulation control of the whole of The PepsiCo Bottling Group (USA) by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- for PepsiCo: food and beverage in over 200 countries,
- for The PepsiCo Bottling Group: bottling mostly PepsiCo beverages with operations in USA, Mexico, Canada, Spain, Russia, Greece and Turkey.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of Regulation (EC) No 139/2004. However, the final decision on this point is reserved.

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

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 or 22967244) or by post, under reference number COMP/M.5633 — PepsiCo/The PepsiCo Bottling Group, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

⁽¹⁾ OJ L 24, 29.1.2004, p. 1.