PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.10211 — L Catterton/Birkenstock)

Candidate case for simplified procedure

(Text with EEA relevance)

(2021/C 117/06)

1. On 25 March 2021, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— L Catterton (USA),

— Birkenstock (Germany)

L Catterton acquire within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of Birkenstock.

The concentration is accomplished by way of purchase of shares and assets.

2. The business activities of the undertakings concerned are:

— L Catterton is a consumer-focused private equity company whose portfolio companies operate in the retail and restaurant business, the food and beverage business, consumer service and consumer product businesses including the production and sale of bedding, clothing and accessories, cosmetics and fragrance products.

— Birkenstock is a German company that is mainly active in the supply of Birkenstocks, a German brand of sandals, and other shoes.

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 the 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.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.10211 — L Catterton/Birkenstock

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

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