C/2026/5156

6.10.2026

Prior notification of a concentration

(Case M.12548 – VITAMIN WELL GROUP / EMPWR NUTRITION GROUP)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2026/5156)

1. On 25 September 2026, 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:

— Vital Bidco AB ('Vital', Sweden), controlled by Cinven Limited (United Kingdom),

— EMPWR Nutrition Group ('EMPWR', Belgium), controlled by Waterland Private Equity Investments B.V. (Belgium).

Vital will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of EMPWR.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Vital is a holding company and part of the Vitamin Well Group, which is a functional food and beverage company that markets and sells protein snack bars, functional drinks and energy drinks, as well as ready-to-drink high protein shakes and beverages in the EEA and globally,

— EMPWR is a globally active developer and contract manufacturer of functional snack bars for brand-owners and retailers.

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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([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 concentration 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.12548 – VITAMIN WELL GROUP / EMPWR NUTRITION GROUP

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

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

Postal address:

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

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.