C/2024/6994

19.11.2024

Prior notification of a concentration

(Case M.11675 – CARLSBERG / BRITVIC)

(Text with EEA relevance)

(C/2024/6994)

1. On 11 November 2024, 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:

— Carlsberg A/S ('Carlsberg') (Denmark),

— Britvic PLC ('Britvic') (United Kingdom).

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

The concentration is accomplished by way of public bid announced on 8 July 2024.

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

— Carlsberg is primarily active in brewing and wholesale supply of beer and cider. Carlsberg is also active as a wholesaler of alcoholic and non-alcoholic beverages in France.

— Britvic is a manufacturer and supplier of soft drinks, across a number of categories including carbonated soft drinks, energy drinks, ready-to-drink teas, juices and juice drinks, waters, and dilutables.

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.

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.11675 – CARLSBERG / BRITVIC

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').