Prior notification of a concentration

(Case M.9108 — PepsiCo/SodaStream International)

(Text with EEA relevance)

(2018/C 395/07)

1. On 24 October 2018, 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:

— PepsiCo Inc. ('PepsiCo', US),

— SodaStream International Ltd ('SodaStream International', Israel)

PepsiCo acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the whole of SodaStream International.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for PepsiCo: production and distribution of bottled and canned carbonated and non-carbonated soft drinks for consumers, production and commercialization of a consumer solution for flavoured water, production and commercialization of industrial concentrates and syrups for use for hotels, restaurants and catering services, of snack and dairy products,

— for SodaStream International: manufacturing and commercialization of home carbonation systems that enable consumers to transform tap water into sparkling water and flavoured sparkling water, including home carbonation systems as well as carbonation bottles, CO_2 cylinders and cylinder refilling services, dilutable concentrates, syrups and flavours.

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.9108 — PepsiCo/SodaStream International

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

E-mail: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

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').