V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9788 — JAB/Jacobs Douwe Egberts)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 75/06)

1. On 26 February 2020, 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:

— JAB Holding Company S.A.R.L. ('JAB', Luxembourg),

— Jacobs Douwe Egberts B.V. ('Jacobs Douwe Egberts', Netherlands),

JAB acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Jacobs Douwe Egberts.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— JAB: a privately held group focused on long-term investments in companies with premium brands in the consumer goods sector,

— Jacobs Douwe Egberts: a coffee and tea manufacturer with a broad brand portfolio.

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.9788 — JAB/Jacobs Douwe Egberts

---

[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