C/2026/6031

16.11.2026

Prior notification of a concentration

(Case M.12402 – PURATOS / DAWN)

(Text with EEA relevance)

(C/2026/6031)

1. On 6 November 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:

— Puratos Group NV ('Puratos', Belgium),

— Dawn Foods, Inc. ('Dawn', United States).

Puratos will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of Dawn.

The concentration is accomplished by way of purchase of shares.

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

— Puratos is a global producer and supplier of ingredients and solutions for the bakery, patisserie and chocolate sectors,

— Dawn is a global producer and supplier of bakery ingredients, with particular focus on American-style sweet baked goods.

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 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:

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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').