Prior notification of a concentration

(Case M. 10061 — Coca Cola Hellenic Bottling Company/Heineken/Stockday)

(Text with EEA relevance)

(2021/C 74/06)

1. On 24 February 2021, 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:

— Coca-Cola HBC Romania ('CCH Romania', Romania), controlled by Coca-Cola Hellenic Bottling Company AG (Switzerland),

— Heineken Romania S.A. ('Heineken Romania', Romania), controlled by Heineken N.V. (Netherlands),

— Stockday S.R.L. ('Stockday', Romania), controlled by Heineken Romania.

CCH Romania and Heineken Romania acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Stockday. The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— CCH Romania: authorized bottler of The Coca-Cola Company, active in the bottling and distribution of a wide variety of non-alcoholic drinks and spirits in Romania;

— Heineken Romania: active in the supply of a range of the Heineken group's local and international brands of beer and cider in Romania;

— Stockday: online business-to-business platform which currently distributes Heineken Romania beer and cider products to the fragmented retail and Horeca channel in Romania and CCH Romania products on a pilot basis in three Romanian counties.

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.10061 — Coca Cola Hellenic Bottling Company/Heineken/Stockday

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:

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Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').