Prior notification of a concentration

(Case M.10350 – MONDELEZ / CHIPITA INDUSTRIAL AND COMMERCIAL COMPANY)

(Text with EEA relevance)

(2021/C 467/08)

1. On 18 October 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:

— Mondelēz International, Inc. ('Mondelēz', US),

— Chipita Industrial and Commercial Company S.A. ('Chipita', Greece).

Mondelēz acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Chipita.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Mondelēz: a global snack company with a product offering spanning biscuits, chocolate, chewing gum and candy, cheese and powdered beverages. Mondelēz manufactures and markets its products internationally,

— for Chipita: a multinational manufacturer of branded packaged croissants and other, mostly baked bread based, snack products.

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.10350 – MONDELEZ / CHIPITA INDUSTRIAL AND COMMERCIAL COMPANY

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
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').