C/2025/4666

18.8.2025

Prior notification of a concentration

(Case M.12071 – AGRANA / AUSTRIA JUICE)

Candidate case for simplified procedure

(Text with EEA relevance)

(C/2025/4666)

1. On 8 August 2025, 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:

— AGRANA Beteiligungs-AG ('AGRANA', Austria),

— AUSTRIA JUICE GmbH ('AUSTRIA JUICE', Austria).

AGRANA will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of AUSTRIA JUICE.

The concentration is accomplished by way of purchase of shares.

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

— AGRANA is a global processor of agricultural raw materials, structured in three operational divisions: sugar, starch and fruit. AGRANA group is active worldwide across all continents. AGRANA fruit division operates a global network of production sites in Europe, America, Africa, Asia and Australia,

— AUSTRIA JUICE is a producer and reseller of juice concentrates mainly from apples, red fruits and berries, as well as beverage compounds and flavours. AUSTRIA JUICE operates 13 production sites located in Europe and China and sells its products globally.

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 treatment for certain concentrations under Council Regulation (EC) No 139/2004 on the control of concentrations between undertakings ([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 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:

M.12071 – AGRANA / AUSTRIA JUICE

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 160, 5.5.2023, p. 1.

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:

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