V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.10436 – MOËT HENNESSY / CAMPARI / CLASS A TANNICO SHAREHOLDERS / TANNICO)

(Text with EEA relevance)

(2021/C 475/06)

1. On 15 November 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:

— Moët Hennessy S.A.S. ('Moët', France), belonging to the groupe Agache SEDCS,

— Davide Campari-Milano N.V. ('Campari', the Netherlands),

— Mr. Marco Magnocavallo and Mr. Andrea di Camillo ('Class A Tannico Shareholders', Italy),

— Tannico e Wineplatform S.p.A. ('Tannico', Italy), controlled by Campari and Class A Tannico Shareholders.

Moët, Campari and Class A Tannico Shareholders acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of the whole of Tannico.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Moët: worldwide production and distribution (mainly at wholesale level) of wines and spirits. Moët's portfolio includes brands like Moët & Chandon, Dom Pérignon, Veuve Clicquot, Ruinart, Krug, Château Cheval Blanc, Château d'Yquem, Clos des Lambrays, Hennessy (cognac), Glenmorangie, Ardbeg, and Woodinville Whiskey Company (Scotch whiskies), Belvedere (vodka), and Volcan De Mi Tierra (tequila).

— for Campari: production and distribution of wines and spirits on an international level. Campari's diversified portfolio includes over 50 brands worldwide, including Aperol, Campari, SKYY, Grand Marnier, Wild Turkey and Appleton Estate.

— for the Class A Tannico Shareholders: Mr. Marco Magnocavallo is the current CEO of Tannico. Together with Mr. Andrea di Camillo, they co-control the investment company Boox. Mr. Andrea di Camillo also controls P101, an Italian venture capital firm focused on early-stage investments in the digital sector.

— for Tannico: e-commerce retailing of wines and spirits.

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

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.10436 – MOËT HENNESSY / CAMPARI / CLASS A TANNICO SHAREHOLDERS / TANNICO

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

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