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**COMP/M.6513 - AVENANCE ITALY / GEMEAZ CUSIN**

**SECTION 1.2**

**Description of the concentration**

1. The contemplated transaction consists of the acquisition by Avenance Italia S.p.A, which is controlled by ELIOR SCA, itself indirectly jointly controlled by Charterhouse Capital Ltd and Robert Zolade, of sole control over Gemeaz Cusin S.p.A (and some of its subsidiaries).
2. The economic sector involved in the transaction is the provision of foodservices in Italy, in which Avenance Italia S.p.A and Gemeaz Cusin S.p.A are both active. The contemplated transaction aims to expand the presence of Avenance Italia in this sector and to implement efficiencies of scale in terms of lowering the impact of costs. Such efficiencies are in fine likely to benefit the clients and the end-users in this sector in terms of quality and prices.
3. The only relevant market concerned by the contemplated transaction is the Italian contract foodservices market. There is no other market on which the parties have horizontal or vertical relationships or on which the concentration could have an impact.
4. The parties' aggregate market share in value was below 15% in 2009. The parties' aggregate market share in volume in 2010 was also below 15%.
5. The only reason why the simplified procedure is not used in the present case is that according to the notifying party's estimates, the aggregate market share in value in 2010 was slightly above 15%. The decision to use the complete form was dictated by the aim of easing as much as possible the quick assessment of the contemplated transaction and, in any case, shall not imply that this operation would have any significant impact on the relevant market.