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COMP/M.6924 - REFRESCO GROUP / PRIDE FOODS

SECTION 1.2

Description of the concentration

This notification relates to the proposed concentration whereby Refresco Group B.V. (**Refresco**) will acquire sole control, within the meaning of Article 3(1)(b) of the EC Merger Regulation, over Pride Foods Ltd and its subsidiaries (**Pride Foods**).

Refresco and Pride Foods are European manufacturers and bottlers of soft drinks for retailers and brand owners. They also own a small number of soft drink brands.

The transaction will not be submitted for approval to any competition authority other than the European Commission. The transaction is deemed to have a Community dimension on the basis of Article 4(5) of the EC Merger Regulation.