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COMP/M.7193 - GORES / PREMIER FOODS/ HOVIS

SECTION 1.2

Description of the concentration

On 03 March 2014, the European Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004, by which The Gores Group LLC (“**Gores**”) and Premier Foods plc. (“**Premier Foods**”) intend to acquire within the meaning of Article 3(1)(b) of Council Regulation (EC) No.139/2004 joint control over Hovis Limited (“**Hovis**”) by way of purchase of shares.

The business activities of the undertakings concerned are:

- *Gores*, financial services;
- *Premier Foods*, manufacture and supply of food products; and
- *Hovis*, manufacture and supply of food products.