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M.7669 - LION CAPITAL / ARYZTA / PICARD GROUPE

SECTION 1.2

Description of the concentration

- (1) On 8.7.2015, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EU) No. 139/2004 by which Aryzta would acquire from the Sellers within the meaning of Article 3(1)(b) of Council Regulation (EU) No. 139/2004 of 20 January 2004, joint control over the Holdco and its subsidiaries, including Picard, by way of purchase of 49.99% of securities of Holdco and of contractual veto rights.
- (2) The business activities of the undertakings concerned are:
 - for Lion Capital: financial and investment activities ;
 - for Aryzta: the manufacture and supply of bakery products to industrial businesses active in the retail and food services sectors;
 - for Picard: the retail distribution of frozen food through its own distribution network of specialised shops operating under the Picard brand.