

***Case No COMP/M.6220 -
GENERAL MILLS/
YOPLAIT***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 22/06/2011

***In electronic form on the EUR-Lex website under document
number 32011M6220***



EUROPEAN COMMISSION

Brussels, 22.6.2011
C(2011) 4571 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party:

Dear Madam(s) and/or Sir(s),

**Subject: Case No COMP/M.6220 - GENERAL MILLS/ YOPLAIT
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 18.05.2011, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking General Mills Inc. ("General Mills", United States of America), a publicly traded company on the New York Stock Exchange, acquires within the meaning of Article 3(1)(b) of the Merger Regulation control of the Yoplait group ("Yoplait", France) by way of purchase of shares².
2. The business activities of the undertakings concerned are:
 - for General Mills: manufacturing and sale of consumer food products such as ready-to-eat cereals, main meals, frozen foods, side dishes, desserts, ice-creams, flour and baking mixes, and snacks. In the US, General Mills has been Yoplait's franchisee since 1977.

¹ OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

² Publication in the Official Journal of the European Union No C 155, 25.05.2011, p.20

- for Yoplait: manufacturing and sale of fresh dairy products such as yoghurts, dairy desserts, fresh cheese and cream.
- 3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004³.
- 4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

For the Commission
(signed)
Alexander ITALIANER
Director General

³ OJ C 56, 5.3.2005, p. 32.