



EUROPEAN COMMISSION
DG Competition

***Case M.11477 - QUATTROR / MASSIMO
ZANETTI BEVERAGE GROUP***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 13/03/2024

***In electronic form on the EUR-Lex website under document
number 32024M11477***



EUROPEAN COMMISSION

Brussels, 13.3.2024
C(2024) 1771 final

PUBLIC VERSION

QuattroR SGR S.p.A.
Via Borgonuovo 14,
20121 Milan,
Italy

Subject: Case M.11477 - QUATTORR / MASSIMO ZANETTI BEVERAGE GROUP
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004⁽¹⁾ and Article 57 of the Agreement on the European Economic Area⁽²⁾

Dear Sir or Madam,

- (1) On 20 February 2024, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which, QuattroR SGR S.p.A. ('QuattroR', Italy), controlled by QR Partners S.r.l. intends to acquire, within the meaning of Article 3(1)(b) of the Merger Regulation, sole control of the whole of Massimo Zanetti Beverage Group S.p.A. ('MZBG', Italy), ultimately controlled by Mr. Massimo Zanetti.

The concentration is to be accomplished by way of purchase of shares.³

- (2) The business activities of the undertakings concerned are the following:
- QuattroR is a management company that currently controls, exclusively or jointly undertakings active in a range of different sectors, such as engineering and logistics, distribution of ceramic tiles and wall surfaces, fashion, pulp and paper, food processing and packaging, medical devices, and electronic products,
 - MZBG is active in the production, processing, and marketing of roasted coffee, distributed worldwide.

⁽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⁾ OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

⁽³⁾ OJ C, C/2024/1808, 28.02.2024.

- (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 treatment for certain concentrations under Council Regulation (EC) No 139/2004.⁴
- (4) For the reasons set out in the Notice on a simplified treatment, 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 and Article 57 of the EEA Agreement.

For the Commission

(Signed)
Olivier GUERSENT
Director-General

⁽⁴⁾ OJ C 160, 5.5.2023, p. 1 (the ‘Notice on a simplified treatment’).