



## **MERGER ANNOUNCEMENT      27 FEBRUARY 2013**

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### **Competition Authority to carry out full investigation of Top Snacks' acquisition of KP Snacks from United Biscuits**

The Competition Authority has decided to carry out a full (phase 2) investigation in relation to the proposed transaction whereby Intersnack International BV, through its subsidiary Top Snacks Limited would acquire certain assets, comprising the business known as KP Snacks Ltd, from United Biscuits (UK) Limited.

Following a preliminary investigation, the Competition Authority is unable to conclude that the acquisition will not substantially lessen competition in markets for goods or services in the State without carrying out a full investigation. The companies have been informed of the decision that the Competition Authority intends to carry out a full investigation in relation to the transaction. The Competition Authority has until 29 May 2013 to make a final decision on the proposed transaction (but may conclude its investigation in advance of this date).

Interested parties are invited to make submissions no later than **5:00pm on Wednesday 20 March 2013**. Parties making submissions should indicate clearly what, if any, of the material submitted contains business secrets. Submissions should be marked "**M/12/031 – Top Snacks/KP Snacks**" and should be addressed to Andrew Rae, Mergers Division, The Competition Authority, Parnell House, 14 Parnell Square, Dublin 1 or sent by e-mail to [ar@tca.ie](mailto:ar@tca.ie).

#### **For further information contact:**

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## **Notes**

Intersnack International BV is part of the Intersnack Group, a major European manufacturer of branded and non-branded crisps (potato chips) and snack products including crisps, nuts, baked products and other specialty snack products. Intersnack Group brands sold in the UK and Ireland include Pom-Bear and Penn State.

Top Snacks Limited, a UK based subsidiary of the Intersnack Group, has a controlling interest in Largo Foods. Largo Foods brands include Tayto, King, Hunky Dorys, Perri and Sam Spudz. Largo has manufacturing facilities within the State in County Donegal and also in the UK at Barnsley.

United Biscuits, a UK based trading company of the United Biscuits Group of companies, is involved in the manufacture, distribution and marketing of a wide range of crisps and snack products in the UK and Ireland and also in Western Europe.

KP Snacks Ltd, based in the UK, comprises the crisps and snacks business of United Biscuits UK. KP Snacks Ltd brands sold in Ireland include KP Nuts, Hula Hoops, McCoy's, Meanies, Rancheros and Skips.

## **For further information contact:**

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