



MERGER ANNOUNCEMENT **14 SEPTEMBER 2011**

Competition Authority clears the acquisition by Valeo Foods of Jacob Fruitfield

The Competition Authority has cleared the proposed acquisition by Valeo Foods Group Limited of Jacob Fruitfield Food Group Limited. The transaction was notified by the parties under the Competition Act 2002 on 19 August 2011.

The Authority has formed the view that the proposed transaction will not lead to a substantial lessening of competition in any markets for goods or services in the State. The Authority will publish a public version of its determination on its website (www.tca.ie) no later than 13 November 2011 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

Valeo Foods Group Limited is controlled by CapVest Equity Partners II, L.P., a private equity investment company. Valeo Foods Group Limited is involved in the supply of various consumer goods products to the Irish retail sector. Valeo Foods Group Limited's business involves: importing and distributing home-baking and cooking ingredients sold under the *Shamrock* brand; importing and distributing Italian meals sold under the *Roma* brand; milling, selling and distributing packaged flour; manufacturing, selling and distributing products sold under the *Batchelors*, *Sqeez* and *Erin* brands; importing and distributing of *Amigo*, *Picnic* and *Lustre* brands; and, distributing products (including *Fox's* biscuits) on behalf of third party suppliers.

Jacob Fruitfield Food Group Limited is involved in the supply of various consumer goods products to the Irish retail sector. Jacob Fruitfield Food Group Limited has four divisions: Biscuits – sweet and savoury. The key biscuit brands are *Jacob's*, *Kimberley*, *Mikado*, *Coconut Creams*, *Elite*, *Club Milk*, *Afternoon Tea*, *USA* and *Bolands*; Sauces - condiments, dressings and wet pasta sauces. The key sauces brand is *Chef*; Spreads - marmalades and jams. The key spreads brands are *Fruitfield* and *Little Chip*; and, Confectionary – mints, caramels, and chocolates. The key confectionery brands are *Silvermints*, *Scots Clan*, *Double Centre* and *Yorkshire Toffees*.

For further information contact:

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