The Autorité de la concurrence fines Chocolats De Neuville for hindering its franchisees' commercial freedom

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Following a report prepared by the local network of the Minister of the Economy and submitted by the Directorate General for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF), the *Autorité de la concurrence* has fined De Neuville for implementing practices aimed at restricting the online selling of De Neuville brand chocolates by its franchisees, on the one hand, and sales by the latter to professional customers, on the other.

The *Autorité* found that, from 2006 to 2019, the contractual framework between the franchisor and its franchisees prevented the latter from freely selling their products online, with De Neuville reserving exclusive rights to online sales.

The *Autorité* also found that, from 2006 to 2022, De Neuville restricted its franchisees' commercial freedom in prospecting business customers.

The *Autorité* has imposed a fine of €4,068,000 on De Neuville (jointly and severally with its parent company, Savencia Holding), together with a communication and publication injunction.

PRESS RELEASE OF 15 FEBRUARY 2024

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