5 July 2011: Rum and spirits sectors

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The *Autorité de la concurrence* opens an in-depth investigation into COFEPP's proposed takeover of Quartier Français Spiritueux.

> Version française

On 17 March 2011, COFEPP notified to the *Autorité de la concurrence* the planned acquisition of sole control of Quartier Français Spiritueux, which is currently owned by Tereos[1], a group active in the sugar industry.

Both COFEPP, through its subsidiaries la Martiniquaise and Bardinet, and Quartier Français Spiritueux are active in the rum and spirits sectors.

The *Autorité de la concurrence* takes the view that the concentration raises serious concerns and requires opening an in-depth investigation.

On the basis of a wide consultation of market participants, during this investigation the *Autorité* will seek to determine whether the transaction is likely to impede effective competition, notably in the rum sector and in the supply of various spirits to retailers for sale under private label and low-priced retailers' brands.

In principle under applicable rules, this investigation must be carried out within 65 working days from the opening of the second phase. This timeframe may be extended if necessary, for example in order to finalize commitments or to consider the occurrence of a new fact.

[1]See decision 10-DCC-51 of May 28, 2010 concerning Tereos's takeover of the Quartier Français group.

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