18 October: Restaurant chains

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The Autorité de la concurrence clears the acquisition of Sushi Shop Group by AmRest Holdings (KFC, Starbucks, Pizza Hut, Burger King, la Tagliatella)

On 24 September 2018, AmRest Holdings (« AmRest ») notified the *Autorité de la concurrence* the acquisition of sole control of Sushi Shop Group.

Parties to the transaction

AmRest Holdings operates restaurants mostly in Europe, under the KFC, Starbucks, Pizza Hut, Burger King, La Taglatella, Blue Frog, KABB, BACOA and Stubb's brands. In France, AmRest directly owns 48 KFC restaurants and plans to acquire 15 others in the coming year. AmRest also operates 8 La Tagliatella restaurants and 122 Pizza Hut restaurants, 8 of which are directly owned by the group while 114 are franchised stores. Further, AmRest is the exclusive master franchisee for Pizza Hut in France. AmRest is in fine controlled by the Finaccess investment group.

Sushi Shop Group is the founder of restaurant chain Sushi Shop, specialized in sushis, sashimis and other Japanese delicacies. It is mostly present in France, via 118 restaurants. Sushi Shop also operates 30 food concessions in stores under the Leclerc and Monoprix banners.

The transaction is not liable to harm competition

The market positions of the parties being limited, the *Autorité* was able to rule out any competition issue and clear the transaction without condition. Both at national level and in local catchment areas in which both companies are present, the new entity will remain confronted with competition from numerous well-known brands, as Domino's Pizza, Planet Sushi, Subway or McDonald's. It will

therefore guarantee a wide choice of food options for consumers.

> See the full text of Decision 18-DCC-172 of 18 October 2018 regarding the exclusive take-over of Sushi Shop Group by AmRest Holdings

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