



## MERGER ANNOUNCEMENT - M/18/082

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**Competition and Consumer Protection Commission clears proposed acquisition by Goldreed Holdings Unlimited Company of sole control of Greene Farm Fine Foods Limited.**

**21 January 2019**

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On 21 January 2019, the Competition and Consumer Protection Commission (“the Commission”) cleared the proposed transaction whereby, Goldreed Holdings Unlimited Company would acquire the entire issued share capital, and thereby sole control of Greene Farm Fine Foods Limited, from Kepcar Investments Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 12 October 2018.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

### **Additional Information**

Goldreed Holdings Unlimited Company is part of a group of companies that produces various processed cooked meats under the *Homebird* and *Brady Family brands*, as well as retailer own label brands.

Greene Farm Fine Foods Limited is a private limited company incorporated in the State. Greene Farm Fine Foods Limited supplies a range of bulk and pre-pack poultry cooked meats, and to a lesser extent cooked beef.