



MERGER ANNOUNCEMENT - M/15/045

Competition and Consumer Protection Commission clears proposed acquisition of Irish Pride by Pat the Baker

18/11/2015

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Pat the Baker would acquire the business and assets and the associated property of Irish Pride Bakeries (from Irish Pride Bakeries (in Receivership)). The proposed transaction was notified under the Competition Act 2002 (as amended) on 14 August 2015.

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

Pat the Baker is a private company headquartered in Granard, Co Longford. Its main activities within the State are the manufacture and distribution of bread products to food retailers and food service customers. In addition to its own branded bread products Irish Pride supplies private label bread products to food retailers.

Irish Pride is a private company headquartered in Rathcoole County Dublin. Its main activities within the State are the manufacture and distribution of bread products to food retailers and food service customers. In addition to its own branded bread products Irish Pride supplies private label bread products to food retailers.