



MERGER ANNOUNCEMENT - M/17/058

Competition and Consumer Protection Commission clears proposed acquisition by Musgrave Limited of six trading companies of Whelan Centra Group Limited.

7 December 2017

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Musgrave Limited would acquire the entire issued share capital and thus sole control of each of six trading companies of Whelan Centra Group Limited, namely Dreamcaster Limited, Two Hoots Limited, The Ferry Store Limited, Ballybrack Stores Limited, DKC Stores Limited and Never Better Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 3 November 2017

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

Musgrave Group is active in grocery and food wholesale distribution in the island of Ireland and in Spain. Musgrave is principally a wholesaler-franchisor in the State and operates through franchise agreements with independently-owned retail stores which are operated under the following Musgrave-owned fascia (brands): *Supervalu*, *Centra*, *Day-Today* and *Daybreak*. Musgrave also has a network of cash & carry depots from which it supplies business customers in the State with grocery products. Musgrave, through some of its subsidiaries, also owns and operates a number of retail grocery stores in the State under either the *SuperValu* or *Centra* brand.

The six trading companies in question operate as *Centra-branded* stores in County Wicklow, as follows;

- i. Dreamcaster Limited at 35B Vevay Road, Bray;
- ii. Two Hoots Limited at Boghall Road Shopping Centre, Boghall Road, Bray;
- iii. The Ferry Store Limited at Church Road, Greystones;
- iv. Ballybrack Stores Limited at 19 Church Road, Ballybrack;
- v. DKC Stores Limited at Lugduff, Tinahely; and
- vi. Never Better Limited at Kevin Street, Tinahely.