

The Belgian Competition Authority approves the acquisition of Olympia NV by Koninklijke A-ware Food Group B.V.

On the 8th of August 2022, the Belgian Competition Authority (BMA) approved the acquisition of Olympia NV ("Olympia") by Koninklijke A-ware Food Group B.V ("Royal A-ware").

The concentration was notified on the 15th of July 2022 and the application of the simplified procedure was requested.

Royal A-ware is a Dutch company active in the agri-food industry. Royal A-ware's activities include the procurement of raw milk, the sale of milk, yoghurt, cheese, cream, butter, flavoured dairy drinks, milk powder and dairy bases for ice cream preparations. Royal A-ware also offers packaging services for cheese and provides transport services for the transport of bulk agricultural products, flour, animal feed and chilled food products, among others.

Olympia is a Belgian company active in the dairy industry with its head office in Herne, Belgium. Olympia's activities include the purchase of raw milk, the sale of milk, cream, butter, flavoured dairy drinks, milk concentrate, dairy desserts (such as (chocolate) pudding, rice pudding or oatmeal), dairy bases for ice cream preparations and dairy fillings (e.g. pastry cream or cream rice for professional use).

In its decision of the 8th of August 2022, the BCA finds that the conditions for the application of the simplified procedure are fulfilled and that the notified concentration does not give rise to any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)