

## PRESS RELEASE

N° 50/2023

6 November 2023

### Belgian Competition Authority approves the merger of Franky and UpFresh in Fresh Food Group

On 31 October 2023, the Belgian Competition Authority (BCA) approved the merger of Franky and UpFresh in Fresh Food Group.

The concentration was notified on 12 October 2023 and the application of the simplified procedure was requested.

Franky is the company in which the wholesale activities of the Willy Naessens Group are conducted under the name Franky Fresh Food. As a wholesaler, Franky Fresh Food supplies a wide range of food products mainly to butchers and retail, and to a lesser extent to caterers, sandwich shops, mass caterers and independent department stores with counters. The range of food products includes fresh meat and poultry, cold cuts, salads, cheeses and dairy, home-made meals/ready-to-eat dishes, spices, sauces and marinades, etc. Franky Fresh Food has a central headquarters located in Wortegem-Petegem and two hubs located in Huizingen and Dessel.

UpFresh is a wholesaler active in the selection and distribution of fine meats, cheese, salads, fresh meat, catering and service products. UpFresh mainly supplies butchers and retail, and to a lesser extent also foodservice and other B2B customers. UpFresh operates from three Belgian branches located in Ostend (headquarters and central warehouse/distribution centre), Barchon and Sint-Katelijne-Waver. It also operates one cash & carry on the early market at Droixhe (Liège).

Fresh Food Group is the company founded by Willy Naessens Food and Familie Depuydt in which Franky Fresh Food and UpFresh will be brought together.

In its decision of 31 October 2023, the BCA found that the conditions for the application of the simplified procedure were met and that the notified concentration did not raise any objections.

#### For more information you may contact:

Damien Gerard

Prosecutor-general

Tel: +32 (2) 277 76 57

E-mail: [damien.gerard@bma-abc.be](mailto:damien.gerard@bma-abc.be)

Website: [www.abc-bma.be](http://www.abc-bma.be)

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)