



Our ref: AA1000650
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19 September 2023

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Dear Interested Party

www.acc.gov.au

Bakers Delight Holdings Ltd - application for authorisation AA1000650 – interested party consultation

On 30 August 2023, the Australian Competition and Consumer Commission (the **ACCC**) received an application for authorisation from Bakers Delight Holdings Ltd (**Bakers Delight**). This letter is to invite you to comment. You are welcome to pass this letter on to others who may wish to make submissions.

Bakers Delight seeks authorisation to engage in conduct that would have the effect of limiting the ability of Bakers Delight Bakeries to independently select pricing on a range of promotional products (referred to as **Promotional Discounts**). Bakers Delight will select a number of price tiers for each of these promotional products and Bakers Delight bakeries will only be able to select one of the pre-configured price tiers for these products.

A full copy of the application for authorisation, including further clarification from Bakers Delight regarding the conduct and the request for interim authorisation, are available on the ACCC's [authorisations public register](#).

Interim authorisation

Bakers Delight has also requested interim authorisation on an urgent basis to enable the conduct to begin prior to the ACCC's final determination in relation to the substantive application for authorisation.

Making a submission

The ACCC invites you to make a submission on the application for authorisation. In making your submission, please provide information, evidence and views about the likely public benefits, effects on competition and any other public detriment that you consider will result from the proposed conduct.

Submissions in relation to interim authorisation should be provided by **29 September 2023**. Extensions are not normally granted for submissions on interim authorisation.

If you intend to provide a submission on the application for authorisation, please do so by **9 October 2023**. If you wish to request an extension, please contact us on the details below as early as possible. Submissions after the due date (or after any extension granted) may not be taken into account.

Submissions should be lodged via the web form accessible on the public register page for this matter, which can be found on the ACCC's [public register](#). Alternatively, if you would like to provide comments orally, please contact Penny Bigham via the details at the end of this letter.

Your submission **will** be placed on the ACCC's [authorisations public register on the internet](#) unless you have made a request (with reasons) for us to exclude part or all of the submission from the public register (see [Guidelines for Excluding Information from the Public Register for more information on how to make a request and how we assess requests](#)).

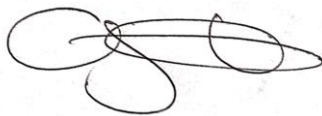
Timetable

The ACCC will progress its assessment of the application in a timely manner. An indicative timetable is set out below for your information, and an up to date version (including any changes) will be posted on the public register.

Indicative date	Stage in assessment process
30 August 2023	Lodgement of application and supporting submission.
19 September 2023	Public consultation process begins.
29 September 2023	Closing date for submissions on interim authorisation.
October 2023	ACCC decision regarding interim authorisation.
9 October 2023	Closing date for submissions from interested parties.
November/December 2023	Draft determination.
January 2024	Public consultation on draft determination including any conference if called.
February 2024	Final determination.

This letter has been placed on the ACCC's public register. If you have any questions or wish to discuss any aspect of this matter, please do not hesitate to contact Penny Bigham on 07 3052 1221 or exemptions@acc.gov.au.

Yours sincerely



Anthony Hilton
Director
Competition Exemptions