

Our Ref: N96936
Contact Officer: Michael Drake
Contact Number: (03) 9658 6517



**Australian
Competition &
Consumer
Commission**

5 September 2013

Peter Campbell
Partner
Kelly & Co Lawyers

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

By email: pcampbell@kellyco.com.au

Dear Mr Campbell

Third line forcing notification N96936 lodged by San Remo Macaroni Company Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 August 2013. The notification has been placed on the ACCC's public register.

San Remo Macaroni Company Pty Ltd proposes to offer consumers the opportunity to enter a competition and win the associated prize on the condition they purchase selected San Remo products from a Romeo's Retail Group (trading as Foodland Romeo's) store. The promotion will run from 18 September 2013 to 16 October 2013.

Legal protection conferred by the notification will commence on 13 September 2013.

On the basis of the information that you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that San Remo and Romeo's Retail Group trading as Foodland Romeo's will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register.

If you wish to discuss any aspect of this matter, please do not hesitate to contact Michael Drake on (03) 9658 6517.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch