



**Australian
Competition &
Consumer
Commission**

Our Ref: N97021
Contact Officer: Hannah Ransom
Contact Number: (02) 6243 1255

GPO Box 3131
Canberra ACT 2601

8 October 2013

23 Marcus Clarke Street
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Dear Mr Campbell

Third line forcing notification N97021 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 4 October 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 Fantastic Rice Crackers from Coles Online. The promotion will run from 23 October 2013 until 19 November 2013.

Legal protection conferred by the notification will commence on 18 October 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 Sam Remo and Coles Online 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 Hannah Ransom on (02) 6243 1255.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch