



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 52455  
Contact Officer: Anna Giannakos  
Contact Number: (03) 9290 6920

GPO Box 3131  
Canberra ACT 2601

25 October 2013

23 Marcus Clarke Street  
Canberra ACT 2601

Mr Didier Sockeel  
Director  
Ganache Patisserie Pty Ltd

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**By email:** *ganachepatisserie@iprimus.com.au*

Dear Mr Sockeel

### **Third line forcing notification N97033 lodged by Ganache Patisserie Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 22 October 2013. The notification has been placed on the ACCC's public register.

The applicant is offering customers a box of petit fours (\$7.20 value) on condition that the customer spends over \$25 at the applicant's store, and uses their MasterCard to make the purchase.

Legal protection conferred by the notification will commence on 5 November 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 Ganache Patisserie 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 Anna Giannakos on (03) 9290 6920 or by email to [anna.giannakos@accc.gov.au](mailto:anna.giannakos@accc.gov.au).

Yours sincerely

Dr Richard Chadwick  
General Manager  
Adjudication Branch