



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 53530  
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20 December 2013

Mr Peter Campbell  
Partner  
Kelly & Co Lawyers

By email: [pcampbell@kellyco.com.au](mailto:pcampbell@kellyco.com.au)

Dear Mr Campbell

**Third line forcing notifications N97157 - N97159 lodged by San Remo Macaroni Company Pty Ltd**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 18 December. The notifications have been placed on the ACCC's public register.

San Remo Macaroni Company Pty Ltd (San Remo) has lodged three related notifications. In each, San Remo proposes to offer entry to a competition to consumers in a state on condition that the consumers acquire specified product or products from participating supermarkets during the promotional period.

N97157 - consumers in Western Australia are required to acquire the products from participating Progressive Supa IGA supermarkets.

N97158 - consumers in New South Wales, Victoria and Queensland are required to acquire the products from participating Ritchies supermarkets.

N97159 - consumers in South Australia are required to acquire the products from participating Foodland supermarkets.

Legal protection conferred by the notifications will commence on 1 January 2014.

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 notifications 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 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 Tanya Hobbs on 02 6243 1029.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized initial 'R' followed by a long horizontal line.

Dr Richard Chadwick  
General Manager  
Adjudication Branch