

# Form G

Commonwealth of Australia  
*Competition and Consumer Act 2010 — subsection 93 (1)*  
**NOTIFICATION OF EXCLUSIVE DEALING**

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Competition and Consumer Act 2010*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

**1. Applicant**

**(a) Name of person giving notice:**

N97162

San Remo Macaroni Company Pty Ltd (**San Remo**) ABN 43 000 228 713.

**(b) Short description of business carried on by that person:**

San Remo is a food manufacturer and distributor.

**(c) Address in Australia for service of documents on that person:**

C/- Peter Campbell, Partner, Kelly & Co. Lawyers, Level 21 Westpac House, 91 King William Street, Adelaide, South Australia 5000.

**2. Notified arrangement**

**(a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:**

A San Remo food product, San Remo Frozen Meals (**the product**).

**(b) Description of the conduct or proposed conduct:**

Section 47 of the *Competition and Consumer Act 2010* (**Act**) prohibits anti-competitive dealing, and outlines a number of proscribed practices which amount to exclusive dealing.

Sections 47(6) prohibits exclusive dealing which arises when goods or services are supplied to a purchaser on the condition that the purchaser will acquire goods or services of a particular kind or description directly or indirectly from another person not being a body corporate related to the supplier.

The proposed conduct outlined below may fall within these provisions of the Act. San Remo wishes to conduct a competition aimed at South Australian and Western Australian residents aged 18 years or over. It is a condition of entry to the competition that customers acquire the product from a participating stockist of the product during the promotional period of the competition. Those stockists are independent supermarkets in SA and WA.

However, San Remo maintains, as outlined below in section 4, that the proposed conduct will have a negligible effect on competition within the relevant markets.

**3. Persons, or classes of persons, affected or likely to be affected by the notified conduct**

**(a) Class or classes of persons to which the conduct relates:**

Consumers who purchase the product at an independent supermarket which is a participating stockist of the product.

**(b) Number of those persons:**

**(i) At present time:**

Based on previous promotions, San Remo calculates that there will be approximately 1,000 who will enter the competition.

**(ii) Estimated within the next year:**

Not applicable.

**(c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:**

Not applicable.

**4. Public benefit claims**

**(a) Arguments in support of notification:**

The competition will be conducted for a limited duration. It will be conducted for 9 weeks from Wednesday, 5 February 2014 to Tuesday, 8 April 2014.

The eligible customers can enter the competition for the chance to win a prize provided they make the relevant purchase at an independent supermarket which is a participating stockist of the product.

The proposed conduct will cause no public detriment. The customers will simply be purchasing the product from an independent supermarket. There is nothing preventing customers from purchasing the product from other retailers or from purchasing substitute products, although they will not be able to enter the competition.

**(b) Facts and evidence relied upon in support of these claims:**

As above.

**5. Market definition**

**Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):**

The product is supplied by numerous supermarkets throughout Australia. There are many substitute products available in the market, including but not limited Lean Cuisine, McCain, Leggo's, On the Menu and Weight Watchers.

**6. Public detriments**

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:**

There will be no public detriment.

San Remo does not set retail prices. Prices are set by each retailer of San Remo products. The competition described in section 2 above is not intended to and will not affect the price of the product.

The proposed conduct will not affect the availability of San Remo products. Nothing in the conduct outlined in section 2 will prevent consumers from purchasing the product from other retailers or from purchasing substitute products, except that they will not be able to enter the competition. Consumers are not obliged to enter the competition.

- (b) Facts and evidence relevant to these detriments:**

As above.

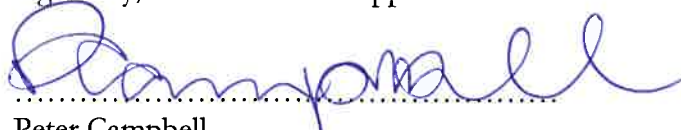
**7. Further information**

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:**

Mr Peter Campbell  
Kelly & Co. Lawyers  
Level 21 Westpac House  
91 King William Street  
Adelaide SA 5000  
Ph: (08) 8205 0836

Dated: 20 December 2013

Signed by/on behalf of the applicants



Peter Campbell  
Partner  
Kelly & Co. Lawyers