



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 53530  
Contact Officer: Tanya Hobbs  
Contact Number: 02 6243 1029

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20 December 2013

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Dear Mr Campbell

**Third line forcing notification N97162 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 20 December. The notification has been placed on the ACCC's public register.

San Remo Macaroni Company Pty Ltd (San Remo) proposes to offer entry to a competition to consumers in Western Australia or South Australia on condition that the consumers acquire specified product or products from participating independent supermarkets during the promotional period.

Legal protection conferred by the notification will commence on 3 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 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 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

Dr Richard Chadwick  
General Manager  
Adjudication Branch