



Australian
Competition &
Consumer
Commission

Our Ref: N96733
Contact Officer: Imogen Hartcher-O'Brien
Contact Number: (02) 6243 1049

GPO Box 3131
Canberra ACT 2601

15 May 2013

23 Marcus Clarke Street
Canberra ACT 2601

Peter Campbell
Partner
Kelly & Co Lawyers

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

By email: pcampbell@ken&co.com.au

Dear Mr Campbell

Third line forcing notification N96733 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 9 May 2013. The notification has been placed on the ACCC's public register.

San Remo Macaroni Company Pty Ltd (San Remo) proposes to offer customers entry into a competition on condition that the customer acquires the San Remo Fantastic Noodles Cup product from participating Ritchie's Independent Supermarket (Ritchie's) stores in Australia. The competition will run from 3 June 2013 until 14 July 2013.

Legal protection conferred by the notification will commence on 23 May 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 Ritchie's 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 Imogen Hartcher-O'Brien on 02 6243 1049.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch