

**COMPLETED ACQUISITION BY CÉRÉLIA GROUP HOLDING SAS
(EITHER DIRECTLY OR INDIRECTLY) OF CERTAIN ASSETS RELATING
TO THE UK AND IRELAND DOUGH BUSINESS (JUS-ROL) OF GENERAL
MILLS INC.**

**Revocation Order made by the Competition and Markets Authority
pursuant to section 72(4)(B) of the Enterprise Act 2002 (the Act)**

Whereas:

- (a) the Competition and Markets Authority (**CMA**) made an initial enforcement order pursuant to section 72(2) of the Act in relation to the completed acquisition by Cérélia Group Holding SAS (either directly or indirectly) of certain assets relating to the UK and Ireland dough business of General Mills Inc., operated under the “Jus-Rol” brand (the **Transaction**) on 3 February 2022 (the **Initial Enforcement Order**);
- (b) on 31 March 2022 the CMA gave notice under section 96(2A) of the Act that the initial period in relation to the Transaction defined in section 34ZA(3) of the Act commenced on 1 April 2022;
- (c) the CMA is continuing to conduct its assessment of the Transaction and has not yet taken a decision, pursuant to section 22 of the Act, as to whether it is or may be the case that a relevant merger situation has been created and whether the creation of that situation has resulted or may be expected to result in a substantial lessening of competition in any market or markets in the United Kingdom for goods or services;
- (d) the CMA nevertheless considers that it is appropriate to revoke the Initial Enforcement Order;

Now for the purpose of revoking the Initial Enforcement Order the CMA makes the following order pursuant to section 72(4)(b) of the Act, addressed to Cérélia UK Ltd (**Revocation Order**).

1. This Revocation Order commences on 12 May 2022 (at 23.59).
2. This Revocation Order applies to Cérélia UK Ltd.
3. The CMA revokes the Initial Enforcement Order.

Jenny Sugiarto

Directors, Mergers