



## MERGER NOTICE NO 44: 2016

### THE PROPOSED ACQUISITION OF 100% OF THE ISSUED SHARE CAPITAL IN PACKO (PTY) LTD BY RHODES FOOD GROUP (PTY) LTD.

Pursuant to section 56(1) of the Competition Act [CAP 46:09], the Competition Authority has received a merger notification for the proposed acquisition of 100% of the issued share capital in Packo (Pty) Ltd ("**Packo**") by Rhodes Food Group (Pty) Ltd ("**Rhodes Food**").

The acquiring enterprise, Rhodes Food, is a wholly owned subsidiary of the Johannesburg Stock Exchange listed holding company, Rhodes Food Group Holdings Ltd. Rhodes Food controls the following firms: Rhodes Food Swaziland (Pty) Ltd; Swaziland Fruit Cannery (Pty) Ltd; Tradecor SA (Pty) Ltd and Pacmar (Pty) Ltd. Rhodes Food is a diversified food producing company specialising in Fresh Foods and Long-life Foods Divisions. Fresh Foods Division produces, processes, distributes and markets a wide range of dairy products, pies and ready-made fresh food items whilst, Long-life Foods Divisions comprises of canned: fruit, vegetable, jam, juices, baby food and meat. These products are sold under the brands: Rhodes, Magpie, Bull Brand, Hazeldene, Portobello and Trout Hall, Crystal Falls, Zing and Alibaba. In Botswana, Rhodes supplies its products to Choppies Distribution Centre (Pty) Ltd and LBA Botswana (Pty) Ltd.

The target enterprise, Packo, is a wholly owned subsidiary of Renaissance Brands (Pty) Ltd (both companies are based in South Africa). Packo is engaged in the manufacturing of spices, condiments, food, household chemicals, cook in sauces, atchar and pickled brinjal, jelly and custard powder, canned foods and complementary products supplied to the South African and international markets, which are packaged and distributed in dry pack, bottled and canned form under its own brands and private labels. Packo manufactures the following own-branded canned products: chickpeas, sugar, baked beans, vegetable curry products under the Gold Dish™ and Tomango™ labels. In Botswana, Packo supplies only Gold Dish products through 3D<sup>4</sup> Marketing, a division of Global Holdings (Pty) Ltd.

According to section 57(3) of the Competition Act, "any person, including a third party not a party to the proposed merger, may voluntarily submit to the inspector or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger". The Competition Authority therefore seeks any stakeholder views for or against the proposed

merger, which may be sent within 10 days from date of this publication to the following address:

Director, Mergers and Monopolies  
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