

C04212-2014

SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Aug 5, 2014
2. SEC Identification Number
11840
3. BIR Tax Identification No.
000-100-341-000
4. Exact name of issuer as specified in its charter
SAN MIGUEL PURE FOODS COMPANY INC.
5. Province, country or other jurisdiction of incorporation
Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
23/F The JMT Corporate Condominium, ADB Avenue, Ortigas Center, Pasig City
Postal Code
1605
8. Issuer's telephone number, including area code
(632) 702-5000
9. Former name or former address, if changed since last report
N/A
10. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA

| Title of Each Class | Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding |
|---------------------|---|
| Common | 166,667,096 |
| Preferred | 15,000,000 |

11. Indicate the item numbers reported herein
Item 9. Other Events

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.

San Miguel Pure Foods Company, Inc. PF

PSE Disclosure Form 14-1 - Notice of Analysts'/Investors' Briefing
References: Section 14 of the Revised Disclosure Rules

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| Subject of the Disclosure |
| Investors' Briefing Invitation |
| Background/Description of the Disclosure |
| Please see attached |

| | |
|--------------------------------|---|
| Type of Briefing | Investors' Briefing |
| Subject of the Briefing | 2014 First Semester Results |
| Date of the Briefing | Aug 11, 2014 |
| Time | 4:00 P.M. |
| Venue | 2F Executive Dining Room, SMC-Head Office Complex, 40 San Miguel Ave., Mandaluyong City |
| Contact Person | Gina Qubing |
| Contact Details | 632-3741 |

| |
|-----------------------------------|
| Other Relevant Information |
| None. |

Filed on behalf by:

| | |
|--------------------|---------------------------|
| Name | Alexandra Trillana |
| Designation | AVP & Corporate Secretary |



**SAN MIGUEL
CORPORATION**



**SAN MIGUEL
BREWERY INC.**



**San Miguel
Pure Foods**



YOU ARE INVITED TO THE COMBINED

INVESTORS' BRIEFING

FOR THE 2014 FIRST SEMESTER RESULTS

4:00 PM MANILA TIME | AUGUST 11, 2014

SAN MIGUEL CORPORATION
EXECUTIVE DINING ROOM (EDR)
2/F SMC Head Office Complex,
40 San Miguel Avenue, Mandaluyong City

RSVP

Gina Qubing 632 3741
Leah Artuz 632 3422

Note:

*For faster registration, please prepare your business cards
or IDs before approaching the registration table.*