

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)
Oct 31, 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

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 September YTD Results
Date of the Briefing	Nov 10, 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

October 31, 2014

Philippine Stock Exchange, Inc.
Disclosure Department
Philippine Stock Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

Attention: **Ms. Janet A. Encarnacion**
Head – Disclosure Department

Gentlemen:

Please be informed that San Miguel Pure Foods Company Inc., San Miguel Corporation, San Miguel Brewery Inc., Ginebra San Miguel, Inc. and Petron Corporation (the "Companies"), will hold a combined Briefing on the Companies' 2014 September YTD Results, on Monday, November 10, 2014 at 4:00 p.m. at the Executive Dining Room, 2nd Floor, SMC-HOC Building, No. 40 San Miguel Avenue, Mandaluyong City, Metro Manila.

Attached is a copy of the invitation.

Very truly yours,


ALEXANDRA B. TRILLANA
Corporate Secretary



**SAN MIGUEL
CORPORATION**



**SAN MIGUEL
BREWERY INC.**



**San Miguel
Pure Foods**



YOU ARE INVITED TO THE COMBINED

INVESTORS' BRIEFING

FOR THE 2014 SEPTEMBER-YTD RESULTS

4:00 PM MANILA TIME | NOVEMBER 10, 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.*