

C01203-2014

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)

Mar 18, 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

23F The JMT Corporate Condominium, ADB Avenue, Ortigas Center, Pasig City,

Metro Manila

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

Registrant has not changed address since its last report to this Honorable
Commission

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

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	2013 Full-Year Results
Date of the Briefing	Mar 27, 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	Zenaida Postrado
Designation	VP & Chief Finance Officer



SAN MIGUEL CORPORATION



**San Miguel Corporation
San Miguel Brewery Inc.
Ginebra San Miguel Inc.
San Miguel Pure Foods Company, Inc.
Petron Corporation**

invite you to a combined

**Investors' Briefing
for the
2013 Full-Year Results**

at 4:00pm Manila Time

on March 27, 2014

at the Executive Dining Room (EDR)
2nd Floor, SMC-Head Office Complex
No. 40 San Miguel Avenue, Mandaluyong City

*R. S. V. P.
Gina Qubing 632-3741
Leah Artuz 632-3422*

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