



# SAN MIGUEL BREWERY INC.

A subsidiary of San Miguel Corporation

May 29, 2012

**Philippine Stock Exchange, Inc.**

Philippine Stock Exchange Plaza

Ayala Triangle

Ayala Avenue, Makati City

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

Gentlemen:

We submit herewith SEC Form 17-C on the Company's Press Release entitled: "SMB grows domestic, overseas markets".

Very truly yours,

  
ROSABEL T. BALAN  
Corporate Secretary

**COVER SHEET**

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S. E. C. Registration Number

S A N M I G U E L

B R E W E R Y

I N C .

(Company's Full Name)

N o . 4 0 S a n M i g u e l

A v e n u e , M a n d a l u y o n g

C i t y

(Business Address: No. Street City/Town/Province)

ROSABEL T. BALAN

Contact Person

632-3000

Company Telephone Number

Month

Day

17-C

FORM TYPE

Month

Day

Annual Meeting

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Total Amount of Borrowings

Domestic Foreign

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To be accomplished by SEC Personnel concerned

File Number

LCU

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**SECURITIES AND EXCHANGE COMMISSION**

**SEC FORM 17-C**

**CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE (SRC)  
AND SRC RULE 17(b)(3) THEREUNDER**

1. **May 29, 2012**  
Date of Report (Date of earliest event reported)
2. SEC Identification No. **CS-200711828**
3. BIR Tax Identification No. **006-807-251**
4. **SAN MIGUEL BREWERY INC.**  
Exact name of registrant as specified in its charter
5. **Philippines**  
(Province, country or other jurisdiction of Incorporation)
6. (SEC Use Only)  
Industry Classification Code
6. **No. 40 San Miguel Avenue, Mandaluyong City, Metro Manila** **1550**  
(Address of principal office) (Postal Code)
7. **(632) 632-3000**  
(Registrant's telephone number, including area code)
8. **N/A**  
(Former name or former address, if change since last report)  
The Registrant has not changed its address since its last report to this Honorable Commission.
9. Securities registered pursuant to Sections 8 and 12 of SRC  
Title of each Class (as of May 15, 2012)

<b>Common Shares</b>	<b>15,410,478,960</b>
<b>Peso-denominated fixed-rate bonds</b>	<b>₱25.21 billion</b>
<b>Peso-denominated fixed-rate bonds</b>	<b>₱20.0 billion</b>

10. Indicate the item numbers reported herein:

**Item 4. Other Matters**

Please see attached press release entitled "SMB grows domestic, overseas markets".

Pursuant to the requirements of the Securities Regulation Code, the registrant duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**SAN MIGUEL BREWERY INC.**

By:



**ROSABEL T. BALAN**  
Corporate Secretary

May 29, 2012



SAN MIGUEL  
BREWERY INC.

## **SMB grows domestic, overseas markets**

Beer market leader San Miguel Brewery, Inc. said sustained efforts to increase patronage of its products and enhancements in productivity and cost management, have boosted its domestic and overseas volumes in 2011 and in the first quarter of the year.

At the company's annual stockholders meeting, SMB, Inc. president Roberto N. Huang said SMB retained its domestic beer market leadership at 96% in 2011. Its contribution to the total alcoholic beverage category also exceeded targets, reaching 67% in 2011.

"We fulfilled our promise to grow our business and protect our market leadership in the Philippines. We implemented programs to boost awareness and patronage for our products as we pursued enhancements in productivity and cost management," he said.

He added that full utilization of its Santa Rosa, Laguna plant in 2011 also enabled it to meet growing demand in the domestic market.

In 2011, the company posted sales volumes of 223.8 million cases, a 1.4% increase from the previous year. Sales revenue grew 6.4% to P72 billion. Operating income rose to P20 billion, up 10.4% from the previous year, resulting in a 28.5% operating margin.

SMB's consolidated revenues reached P18.3 billion in the first three months of 2012, a 5% increase vis-a-vis last year. Operating income grew by 5% over the previous year to P5.3 billion. International volumes also grew 9%.

### **Domestic**

Red Horse, the country's leading extra strong beer, grew its volume by 1.6% in 2011 while **San Mig Light** retained its number 1 status in the low-calorie beer segment.

**Gold Eagle Beer** continued to conquer Visayas and Mindanao with a volume growth of 6% while **Cerveza Negra** volumes increased by 16%. **San Miguel Super Dry** grew 8% and **San Miguel Premium All-Malt** improved 3%.

**San Miguel Pale Pilsen** enjoyed steady growth and widened its appeal with the release of a premium, long neck 330 mL paper label format in select upscale outlets in GMA and Luzon. **San Mig Strong Ice** meanwhile grew its market share in GMA in the premium beer segment.

New brand **San Miguel Flavored Beer** in lemon and apple variants surpassed volume targets by 61% in its first year.

## **International**

“Alongside our success in the country, our international operations, through the San Miguel Brewing International, capped the year with exceptional results mainly by better operational efficiencies and cost management programs,” said Huang.

He said that Anker and San Miguel Beer premium brands contributed to double-digit volume growth and expanded profit in Indonesia, while San Miguel and premium brands enjoyed higher sales in Hong Kong.

For exports, volume and profit expansion were also evident, especially in proven markets like Sudan, Singapore, Malaysia, Taiwan and South Korea and in emerging markets in Africa and the Middle East.

San Miguel Pale Pilsen’s enjoyed growth across the region, driven by exciting below-the-line and advertising campaigns, Huang said.

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