



SAN MIGUEL BREWERY INC.

October 14, 2010

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 the Company's SEC Form 17-C with respect to the Company's election of new director, appointment of Corporate Secretary and Compliance Officer, and Assistant Corporate Secretary, and changes in Board Committees.

Very truly yours,


FERDINAND K. CONSTANTINO
Corporate Information Officer

COVER SHEET

C S 2 0 0 7 1 1 8 2 8

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)

ATTY. ROSABEL T. BALAN

Contact Person

632-3000

Company Telephone Number

1 2

Month

3 1

Day

17-C

FORM TYPE

Month Day

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

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I. D.

Cashier

STAMPS

Remarks = pls. Use black ink for scanning purposes

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. **October 14, 2010**
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	Number of shares of common stock outstanding (As of September 30, 2010)
Common Shares	15,410,478,960

10. Indicate the item numbers reported herein:

Item 4. Resignation, Removal or Election of Registrant's Directors or Officers

A. Resignation and Election of Director

The Board of Directors, in its meeting today, October 14, 2010, elected Atty. Virgilio S. Jacinto as director vice Atty. Francis H. Jardeleza, who has resigned as Director, Corporate Secretary and Compliance Officer in view of his retirement as General Counsel of San Miguel Corporation (SMC).

Atty. Jacinto is the Senior Vice President, General Counsel, Corporate Secretary and Compliance Officer of SMC. He is also a Director of Petron Corporation, FILSOV Shipping Company, Inc. and Ventures Securities Inc. and Corporate Secretary of Ecofarm Systems and Resources, Inc., J&E Development Corporation, Jewelmer International Corporation, Terramar Aqua Resources, Inc. and Venture Securities, Inc. Atty. Jacinto is an Associate Professor at the University of the Philippines, College of Law. Previously, he was Vice President and First Deputy General Counsel of SMC (2006-September 2010) and a Director of the Company (July 2007- April 2009), Director and Corporate Secretary of United Coconut Planters Bank (1998-2001), Partner in Villareal Law Offices (1985-1993) and Associate of Sycip Salazar Feliciano & Hernandez Law Office (1981-1985). Atty. Jacinto placed 6th on the 1981 Bar Examinations and was the Class Salutatorian of the UP College of Law Class 1981. He also has a Master of Laws degree from Harvard University. Atty. Jacinto has 5,000 shares of the Company in his name which he holds as nominee of SMC (beneficial ownership of which remain with SMC).

B. Appointment of Corporate Secretary and Compliance Officer and Assistant Corporate Secretary

In the same meeting, the Board of Directors appointed Atty. Rosabel T. Balan as Corporate Secretary and Compliance Officer, and Atty. Jessica L. Abrenica as Assistant Corporate Secretary.

Atty. Balan is Vice President and General Counsel of the Company since January 1, 2010. She was Vice President and Deputy General Counsel of SMC (2003-2009) and Assistant Corporate Secretary of the Company prior to her appointment as Corporate Secretary. She also acted as Assistant Corporate Secretary of SMC, Ginebra San Miguel, Inc. San Miguel Pure Foods Company, Inc. and San Miguel Properties, Inc. and Compliance Officer of Anchor Insurance Brokerage Corporation and SMC Stock Transfer Service Corporation, and has also been a director, corporate secretary and/or assistant corporate secretary of other various subsidiaries of SMC, during the last five years. Atty. Balan does not hold any shares in the Company.

Atty. Abrenica is Associate General Counsel for Corporate and Securities Compliance of the Company since January 1, 2010. She was Manager for Securities Compliance (2007 - 2009) and Legal Counsel (2004 - 2007) in the Office of the General Counsel of SMC and has been assistant corporate secretary of other subsidiaries of SMC in the last five years. Atty. Abrenica is the beneficial owner of 5,000 shares in the Company.

C. Changes in Board Committees

As a consequence of the above changes in the membership of the Board, Atty. Jacinto has been appointed as member of the Audit Committee and Nominations and Hearing Committee vice Atty. Jardefeza.

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

October 14, 2010