

C02829-2016

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)
May 17, 2016
2. SEC Identification Number
A200117595
3. BIR Tax Identification No.
214-815-715-000
4. Exact name of issuer as specified in its charter
EMPERADOR INC.
5. Province, country or other jurisdiction of incorporation
PHILIPPINES
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark, 188 E. Rodriguez Jr.
Avenue, Bagumbayan, Quezon City
Postal Code
1110
8. Issuer's telephone number, including area code
(632)-709-2038 to 41
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 Shares	16,120,000,000
11. Indicate the item numbers reported herein
Item 9(b)

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.



Emperador Inc. EMP

PSE Disclosure Form 4-13 - Clarification of News Reports
References: SRC Rule 17 (SEC Form 17-C) and
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Clarification of News Reports

Source	Business World Online; Malaya Business Insight
Subject of News Report	"Emperador to bring brandy to US, Asia"; "Emperador banks on brand consolidation"
Date of Publication	May 17, 2016

Clarification of News Report

We refer to the correspondence dated 17 May 2016 received via PSE EDGE with respect to the following news articles:

1. News article entitled "Emperador to bring brandy to US, Asia" posted in Business World Online on May 16, 2016, which reported in part that:

"EMPERADOR, Inc. wants to bring its homegrown brandy to more foreign markets, particularly in Asia and the United States, following a recent acquisition that expanded its presence in over a hundred countries now.

'We are currently signing agreements with 10 Central (and) Eastern European countries,' Emperador President Winston S. Co. said during the annual meeting of the company's stockholders on Monday in Quezon City.

Emperador earlier signed an agreement for the distribution of its locally produced products in the United States. The company also plans to export brandy to more African countries.

'Hopefully, in the latter half of this year, you will be able to see Emperador brandy (in the US),' Mr. Co said, noting the company is already working on clearing regulatory hurdles.

...."

2. News article entitled "Emperador banks on brand consolidation" published in Malaya Business Insight on May 17, 2016, which reported in part that:

"....

About 60 percent of the global whiskey market is cornered by scotch whiskey. Emperador expects to sell 12 percent more of its Dalmore whickey, volume-wise, this year, despite the increase in selling price.

....

Co also said Emperador has signed a marketing agreement with an American company to bring its Emperador brandy to the United States.

Export of Emperador is expected to commence by the second half of the year. The company eyes to grow its volume sales between 2 to 3 percent this year.

Co said Emperador is initially targeting key areas with Filipino or Asian communities.

According to Co, consolidation of the Fundador brands continues as the company digests its latest acquisition yet, looking to grow sales volume by another 30 percent this year.

...."

The Company confirms the above quoted portions of the news articles.

We trust that we have satisfied the requirements of the Exchange.

Thank you.

Dina D. Inting
Compliance Officer and Corporate Information Officer

Other Relevant Information

None.

Filed on behalf by:

Name	Erika Marie Tugano
-------------	--------------------

Designation

Authorized Representative