

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 26, 2022**
Date of Report (Date of earliest event reported)
2. SEC Identification No. **142312**
3. BIR Tax Identification No. **TIN 000-083-856-000**
4. **GINEBRA SAN MIGUEL 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
7. **3rd and 6th Floors, San Miguel Properties Centre, St. Francis Street,
Ortigas Center, Mandaluyong City, Philippines**
(Address of principal office)
8. **(+632) 8841-5100**
(Registrant's telephone number, including area code)
9. **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.
10. Securities registered pursuant to Sections 8 and 12 of SRC

Title of each Class	Outstanding Capital Stock as of April 30, 2022
COMMON STOCK	286,327,841

11. Indicate the item numbers reported herein:

Item 9. Other Events

Please see attached press release entitled "GSMI strengthens lead in hard liquor category, net income up 34% to P1.4 B in 2021".

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.

GINEBRA SAN MIGUEL INC.

By:



Virgilio S. Jacinto
Corporate Secretary and
Compliance Officer

May 26, 2022.



**Ginebra San Miguel Inc.
Business Affairs & Communications**

MEDIA RELEASE
26 May 2022

GSMI strengthens lead in hard liquor category, net income up 34% to P1.4 B in 2021

Ginebra San Miguel Inc. (GSMI) strengthens its lead in the hard liquor category for the first quarter of the year with a market share that is 10-percentage points ahead of its nearest competitor, according to research company Nielsen.

This, as the company sustained growth momentum from last year driving revenues to P12.6 billion, 11% higher than previous year. With better margins, net income reached P1.4 billion, a 34% increase compared to the same period in 2021.

Strong marketing campaigns along with on-ground activities and aggressive selling contributed to its strong performance. Its latest campaigns include “Hanggang Huling Patak ng Bagong Tapang” which mirrored the real-life struggles, sacrifices, and never-say-die spirit of Filipinos during the pandemic, “Choose What’s True” for GSM Blue and “Salamats, Pri” for Primera Light Brandy.

For full year 2021, GSMI recorded a revenue of P42.5 billion, 17% higher than previous year, while operating income registered an increase of 39%, to P5.3 billion.

Despite the pandemic persisting in 2021, GSMI delivered strong sales to close at nearly 42 million cases—the highest sales ever in a single year, and posted a full-year net income of P4.2 billion, 52% higher than prior year—setting a new record for the company.

GSMI is the producer of Ginebra San Miguel, the world’s largest-selling gin according to leading global drinks journal Drinks International. GSMI’s other quality distilled spirits include GSM Blue Light Gin, GSM Blue Mojito, GSM Blue Margarita, GSM Blue Gin Pomelo, Ginebra San Miguel Premium Gin, 1834 Premium Distilled Gin, Antonov Vodka, Añejo Gold Rum, Primera Light Brandy, and the Philippines’ no. 1 Chinese wine Vino Kulafu.

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