

COVER SHEET

1 4 2 3 1 2
S. E. C. Registration Number

G I N E B R A
S A N M I G U E L
I N C .

(Company's Full Name)

3rd & 6th F L R S . S A N M I G U E L
P R O P E R T I E S C E N T R E ,
S T . F R A N C I S S T R E E T ,
O R T I G A S C E N T E R ,
M A N D A L U Y O N G C I T Y

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

CONCHITA P. JAMORA

Contact Person

841-5100

Company Telephone Number

1 2

Month

3 1

Day

SEC Form 17-C

FORM TYPE

Month

Day

Annual Meeting

Secondary License Type, If Applicable

Dept. Requiring this Doc.

Amended Articles Number/Section

Total Amount of Borrowings

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

LCU

Document I. D.

Cashier

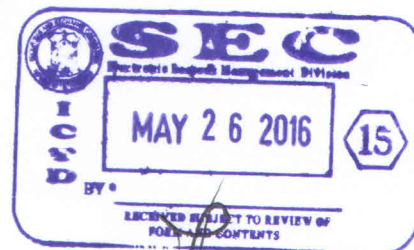
STAMPS

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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 26, 2016**
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) 841-5100**
(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 March 31, 2016
COMMON STOCK	286,327,841
PREFERRED STOCK	32,786,885

11. Indicate the item numbers reported herein:

Item 9: Other Events

Please see attached press release entitled "GSMI grows market share in 2015, doubles operating income in 1Q 2016".

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.

By:

GINEBRA SAN MIGUEL INC.



Virgilio S. Jacinto
Corporate Secretary

May 26, 2016.



PRESS RELEASE

26 May 2016

GSMI grows market share in 2015, doubles operating income in 1Q 2016

Ginebra San Miguel Inc. (GSMI), a subsidiary of San Miguel Corporation, recorded the fastest growth in market share among the country's major liquor players in 2015, according to market research firm Nielsen's annual Retail Audit.

The strong performance of both GSMI's flagship brand Ginebra San Miguel and its other heritage brand, Vino Kulafu--which registered 5% and 12% volume growth, respectively--boosted the company's market share to almost 30 percent last year.

The company attributed its robust performance to the positive consumer response to the "Ganado Sa Buhay" campaign for Ginebra San Miguel, and trade and consumer activities for Vino Kulafu--touted as the most popular Chinese wine in Southern Philippines.

It sustained its growth momentum in the first quarter of 2016, registering P188 million in operating income, double its record for the same period last year. Consolidated revenues reached P3.9 billion, up 7% from the same period in 2015, on the back of stronger volumes.

"We're confident that the company will sustain its gains for the rest of the year with relevant marketing initiatives that will resonate across consumer segments," said GSMI president Bernie Marquez.

GSMI is poised to regain leadership in the hard liquor industry. Based on the Nielsen Retail Audit, the company already reclaimed leadership in North Luzon and South Luzon as of March 2016.

SMC President Ramon Ang said, "The company is as resilient as its flagship brand."

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A Subsidiary of:  SAN MIGUEL CORPORATION