



108102018001436



## SECURITIES AND EXCHANGE COMMISSION

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### Company Information

SEC Registration No. CS200319138  
Company Name ALLIANCE SELECT FOODS INTERNATIONAL, INC.  
Industry Classification Prod., Processing & Preserv. Of Meat, Fish & Other Seafoods  
Company Type Stock Corporation

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# COVER SHEET

SEC Registration Number: **CS200319138**

ALLIANCE SELECT FOODS INTERNATIONAL, INC.

Company's Full Name

Unit 1206, East Tower, PSE Centre, Exchange Road, Ortigas Center, Pasig City

Company's Address

Ma. Kristina P. Ambrocio  
Contact Person

635-5241 to 44  
Telephone Number

31 December  
Fiscal Year Ending

June 15  
Annual Meeting

**FORM 17-C**

Form Type

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

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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. July 31, 2018  
Date of Report (Date of earliest event reported)
2. SEC Identification Number CS200319138 3. BIR Tax Identification No. 227-409-243-000
4. ALLIANCE SELECT FOODS INTERNATIONAL, INC.  
Exact name of issuer as specified in its charter
5. Metro Manila Province, country or other jurisdiction of incorporation
6. (SEC Use Only)  Industry Classification Code:
7. Suite 1206, East Tower, Philippine Stock Exchange Centre, Exchange Road, Ortigas Center, Pasig City  
Address of principal office 1605 Postal Code
8. (632) 635-5241 to 44  
Issuer's telephone number, including area code
9. n.a.  
Former name or former address, if changed since last report
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	2,499,712,463

11. Indicate the item numbers reported herein: Item No. 9 Other Events - Clarification of News Reports

**Item 9. Other Events**

**Alliance Select Foods launches affordable luxury line of premium tuna**

At a media briefing at Rustic Mornings by Isabelo, Alliance Select Foods International, Inc. (ASFII) launched a new premium line Bay of Gold Select Tuna, a collection of globally inspired and rich-flavored canned tuna made from 100% prime and select cuts like the oilrich belly fillet. Alliance Select saw the opportunity to offer exceptional quality yet affordable tuna in the market since

discerning consumers buy expensive, imported canned tuna in select specialty stores. "First class quality canned tuna is hard to come by and Filipinos often have to resort to buying expensive, imported canned tuna products. What we aim to do is provide the richest cuts of tuna that were previously available through imported channels only, at an affordable price," said Alliance Select President Mr. Raymond K.H. See. Premium tuna is known as the best high-protein source that comes with plenty of Omega 3 healthy fatty acids. "Premium tuna is consistently touted by fitness experts as a delicious and healthy food source for muscle building and recovery. Food enthusiasts and home cooks also prefer premium tuna cuts as a staple in nutritious comfort food recipes for their friends and family," See added. Bay of Gold Select Tuna comes in five artisanal variants: Tuna Flakes in Shoyu, an Asian-inspired choice that heightens the umami flavours of Pacific tuna flakes; Tuna Big Flakes in Oil with Chili, a product prepared in olive oil and enough chilli to provide a hint of heat; Manuka Smoked Tuna Solid in Olive Oil, a variant featuring tuna smoked with 100% organic Manuka wood chips to further enhance the premium cuts with aromatics; and two variants of tuna belly or Ventresca, in Olive Oil and Manuka Smoked Ventresca.

Alliance Select added that the new line is produced using responsible fishing methods and sourced from the best places around the world. The homegrown multinational company operates in the Philippines, Thailand, Indonesia, New Zealand, and the United States with 75 partners in over 33 countries. During the briefing, Lifestyle Network's Chef Portia of A Pinch of Portia featured Bay of Gold variants in elevated, collaborative recipes that showcased the richness of 100% first rate tuna in every can of Bay of Gold. Recipes and other information on Bay of Gold are available at [www.bayofgold.com](http://www.bayofgold.com), and at Bay of Gold's Facebook and Instagram accounts. Bay of Gold Select Tuna is available from PHP 99.75 to PHP 215.00 in Landers, Landmark, Real Food, and in more locations soon.

##### About Alliance Select Foods International, Inc. Alliance Select Foods International, Inc. (ASFII) is a homegrown international seafood company. It is a public corporation registered in the Philippine Securities and Exchange Commission (SEC). It started commercial operations in 2004 to engage in tuna processing, canning, and the export of canned tuna products in General Santos City, Mindanao, Philippines and grew to diversify its product line and take advantage of its manufacturing expertise and global marketing channels. In 2008, ASFII expanded its tuna business by establishing an Indonesia-based canned tuna manufacturing plant. The company further expanded to salmon and other seafood processing and sales through a subsidiary based in General Santos City and later acquired a processing company for premium salmon products in the US. The company also went into salmon farming and processing by investing in a New Zealand company in New Zealand last 2012.

#### SIGNATURES

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

**ALLIANCE SELECT FOODS INTERNATIONAL, INC.**

Issuer

**July 31, 2018**

Date



**ATTY. MA. KRISTINA P. AMBROCIO**

Vice-President for Legal and Compliance, Assistant Corporate Secretary  
Signature and Title\*

\* Print name and title of the signing officer under the signature.