



**UNIVERSAL ROBINA
CORPORATION**

43rd FLOOR ROBINSONS EQUITABLE TOWER ADB AVE. COR. POVEDA RD. ORTIGAS CENTER, PASIG CITY
TEL. NO.: 633-7631 to 40, 240-8801 FAX NO.: 633-9207, 240-9106

February 25, 2010

PHILIPPINE STOCK EXCHANGE, INC.
Philippine Stock Exchange Center
Exchange Road, Ortigas Center
Pasig City, Metro Manila

Attention: Ms. Janet A. Encarnacion
Head, Disclosure Department

Gentlemen:

Please find attached a copy of SEC Form 17-C which we are filing with the Securities and Exchange Commission regarding the Annual Meeting of the Stockholders of Universal Robina Corporation to be held on April 15, 2010.

Thank you.

Very truly yours,

ROSALINDA F. RIVERA
Corporate Secretary

COVER SHEET

						9	1	7	0
--	--	--	--	--	--	---	---	---	---

SEC Registration Number

U	N	I	V	E	R	S	A	L	R	O	B	I	N	A	C	O	R	P	O	R	A	T	I	O	N				

(Company's Full Name)

4	3	r	d		F	l	o	o	r	,		R	o	b	i	n	s	o	n	s		E	q	u	i	t	a	b	l	e		T
o	w	e	r	,	A	D	B		A	v	e	n	u	e		c	o	r	n	e	r		P	o	v	e	d	a		R	o	
a	d	,	O	r	t	i	g	a	s		C	e	n	t	e	r	,	P	a	s	i	g		C	i	t	y					

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

Atty. Rosalinda F. Rivera
Corporate Secretary

(Contact Person)

633-7631 to 40

(Company Telephone Number)

0	9
---	---

Month Day
(Fiscal Year)

1	7	-	C
---	---	---	---

(Form Type)

Third Thursday of April

Month Day
(Annual Meeting)

Annual Meeting of the Stockholders of Universal Robina Corporation – April 15, 2010

N/A

(Secondary License Type, If Applicable)

Dept. Requiring this Doc.

Amended Articles Number/Section

Total No. of Stockholders

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

_____ LCU

Document ID

_____ Cashier

ST A M P S

Remarks: Please use BLACK ink for scanning purposes.

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. **February 25, 2010**
(Date of Report)

2. SEC Identification No. **9170**
3. BIR TIN: **040-000-400-016**

4. **UNIVERSAL ROBINA CORPORATION**
(Exact name of issuer as specified in its charter)

5. **Metro Manila, Philippines**
(Province, country or other jurisdiction of incorporation)
6. (SEC Use Only)
Industry Classification Code:

7. **43rd Floor, Robinsons-Equitable Tower, ADB Ave. cor. P. Poveda St., Ortigas Center, Pasig City**
(Address of principal office)
- 1600**
(Postal Code)

8. **(632) 633-7631 to 40**
(Issuer's Tel. No., including area code)

9. **NA**
(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

2,071,048,733
=====

SEC FORM 17-C

UNIVERSAL ROBINA CORPORATION

11. **Item 9 – Other Events**

In accordance with the Amended By-Laws of Universal Robina Corporation (the “Corporation”), the annual meeting of the stockholders of the Corporation will be held on April 15, 2010, 3:00 p.m. at the Ruby Ballroom of Holiday Inn Galleria Manila, One Asian Development Bank Avenue, Ortigas Center, Pasig City, Metro Manila. The Board of Directors resolved that only stockholders of record as of March 11, 2010 shall be entitled to notice of the meeting and to vote.

The Agenda for the meeting is as follows:

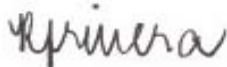
1. Proof of notice of the meeting and existence of a quorum.
2. Reading and approval of the Minutes of the Annual Stockholders’ Meeting held on April 16, 2009.
3. Presentation of Annual Report and approval of Financial Statements for the preceding year.
4. Approval of the Plan of Merger of CFC Corporation, Cebu Industrial and Management Co., Inc., CFC Clubhouse, Incorporated, South Luzon Green Land, Inc., and URC Confectionery Corporation with and into Universal Robina Corporation.
5. Election of Board of Directors.
6. Election of External Auditors.
7. Ratification of all acts of the Board of Directors and Management since the last annual meeting.
8. Consideration of such other matters as may properly come during the meeting.
9. Adjournment.

- 0 -

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.

Universal Robina Corporation
(Issuer)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)

February 25, 2010
(Date)