



**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

March 23, 2011

PHILIPPINE STOCK EXCHANGE, INC.
3rd Floor, Tower One and Exchange Plaza
Ayala Triangle, Ayala Avenue
Makati City

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 May 11, 2011.

Thank you.

Very truly yours,

ROSALINDA F. RIVERA
Corporate Secretary

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. **March 23, 2011**
(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

2,061,501,933

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SEC FORM 17-C

UNIVERSAL ROBINA CORPORATION

11. **Item 9 – Other Events**

Please be informed that the Annual Meeting of the Stockholders of Universal Robina Corporation (the “Corporation”) is proposed to be held on May 11, 2011 at 4:00 p.m. at the Ruby Ballroom of Crowne Plaza Galleria Manila, Ortigas Avenue corner Asian Development Bank Avenue, Quezon City. Only stockholders of record as of April 6, 2011 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 15, 2010.
3. Presentation of Annual Report and approval of Financial Statements for the preceding year.
4. Election of Board of Directors.
5. Election of External Auditors.
6. Ratification of all acts of the Board of Directors and Management since the last annual meeting.
7. Consideration of such other matters as may properly come during the meeting.
8. Adjournment.

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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)

March 23, 2011
(Date)



ROSALINDA F. RIVERA
Corporate Secretary
(Signature and Title)