

SECURITIES AND EXCHANGE COMMISSION

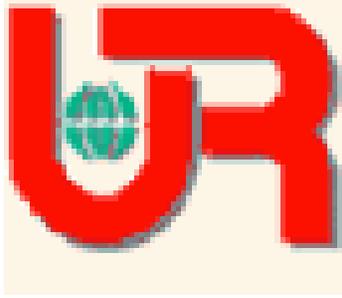
SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17 OF THE SECURITIES REGULATION CODE AND SRC RULE 17.2(c) THEREUNDER

1. Date of Report (Date of earliest event reported)
Dec 1, 2014
2. SEC Identification Number
9170
3. BIR Tax Identification No.
040-000-400-016
4. Exact name of issuer as specified in its charter
UNIVERSAL ROBINA CORPORATION
5. Province, country or other jurisdiction of incorporation
Philippines
6. Industry Classification Code(SEC Use Only)
7. Address of principal office
110 E. Rodriguez Avenue, Bagumbayan, Quezon City, Metro Manila
Postal Code
1110
8. Issuer's telephone number, including area code
(632) 633-7631 to 40
9. Former name or former address, if changed since last report
N/A
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 shares	2,181,501,933
11. Indicate the item numbers reported herein
9

The Exchange does not warrant and holds no responsibility for the veracity of the facts and representations contained in all corporate disclosures, including financial reports. All data contained herein are prepared and submitted by the disclosing party to the Exchange, and are disseminated solely for purposes of information. Any questions on the data contained herein should be addressed directly to the Corporate Information Officer of the disclosing party.



Universal Robina Corporation

URC

PSE Disclosure Form 4-31 - Press Release
References: SRC Rule 17 (SEC Form 17-C)
Section 4.4 of the Revised Disclosure Rules

Subject of the Disclosure

Nissin Universal Robina Corporation integrates Universal Robina Corporation's Noodle Business in the Philippines

Background/Description of the Disclosure

Nissin - Universal Robina Corporation (NURC) is the joint venture of two giant companies namely Nissin Foods (Asia) Pte. Ltd. (Nissin) and Universal Robina Corporation (URC) to manufacture, sell and distribute various noodle products in the Philippines under the Nissin brand. URC, under its own portfolio, offers value-for-money instant noodles through the Payless brand. Both NURC and URC agreed to integrate their noodles business to optimize the resources, achieve efficiency and synergy gains, and establish an effective product portfolio.

With the integration, URC's share in the joint venture changes from 65% to 51%. By the increase of Nissin's share, NURC will have a more advance noodle technology as well as greater capacity in order to innovate and create best quality noodle products to address the ever changing needs of the consumers.

Other Relevant Information

Please see attached media release "Nissin raises stake in URC joint venture"

Filed on behalf by:

Name	Rosalinda Rivera
Designation	Corporate Secretary

Media Release

Nissin raises stake in URC joint venture

Nissin Foods Holdings, Co., Ltd. of Japan is increasing its investment in a Universal Robina Corporation (URC) subsidiary, Nissin-URC that makes and markets Nissin Cup Noodles, Nissin Ramen and Nissin Yakisoba in the Philippines.

Nissin-URC also bought URC's Tarlac noodle plant, equipment, and inventories and now has the license to produce Payless products.

"We have been with Nissin-URC since 1995 and know that Nissin and Payless are great products that have a lot of potential especially in a growing market such as the Philippines," said Eigo Ogiwara, Nissin Foods Holdings Co., Ltd., Chief Representative for Asia.

Under the new set-up, Nissin, Japan's leading noodle company will produce Payless instant noodles using its new technology and equipment. URC will handle marketing, sales and distribution.

Nilo Mapa, URC's Managing Director, said the resulting synergy will make Payless and Nissin bigger market players and the company more efficient and profitable.

Noodles have become an all-day staple in the country, he said, and the trend will grow and become more pervasive as the country's population grows and seeks fast-food convenience.

"This transaction will help us ride the wave of growth that we expect in the coming years and beyond. We are now second in the market and we want a bigger piece of the pie," he added.