

COVER SHEET

C S 2 0 0 5 0 8 3 8 6  
SEC Registration Number

B A L A I N I F R U I T A S , I N C .

(Company's Full Name)

6 8 D A T A S T . B R G Y . D O N M A N U E L ,

Q U E Z O N C I T Y

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

RALPH HECTOR ADRICULA  
Contact Person

+(632) 8731-8886  
Company Telephone Number

SEC FORM 17-C

1 2 3 1  
Month Day  
Fiscal Year

FORM TYPE

0 6 2 0  
Month Day  
Annual Meeting

Secondary License Type, If Applicable

Dept Requiring this Doc  
Section

Amended Articles Number /

Total No. of Stockholders

Total Amount of Borrowings

Domestic

Foreign

To be accomplished by SEC Personnel concerned

File Number

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LCU

Document ID

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Cashier

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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. February 15, 2023  
Date of Report (Date of earliest event reported)
2. SEC Identification Number- CS200508386
3. BIR Tax Identification No.- 237-383-045-000
4. BALAI NI FRUITAS INC.  
Exact name of issuer as specified in its charter
5. PHILIPPINES  
Province, country or other jurisdiction  
of incorporation
6.  (SEC Use Only)  
Industry Classification Code
6. 68 DATA ST. BRGY. DON MANUEL QUEZON CITY  
Address of principal office
- Postal Code: 1113
7. (02)8243-1741  
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 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>Common</u>	<u>1,495,005,000</u>

11. Indicate the item numbers reported herein: **Item 9- Other Events**

- Balai is expanding the distribution of Balai Pandesal baked goods in Cebu by tapping supermarkets and convenience stores which is in line with the Company's strategic objective to make its products more accessible to Filipinos across the nation.
  - Supermarkets in Cebu initially carrying Balai Pandesal baked goods include Gaisano Country Mall, Gaisano Main Colon, and Gaisano Market Square. Balai Pandesal baked goods are also available in two branches of 24 Summit Pharmacy in Cebu. Additional Metro Gaisano supermarkets are expected to carry Balai Pandesal products soon. These include branches in Ayala Center Cebu, Super Metro Colon, Metro Colon, Super Metro Lapu, and Super Metro Mambaling.
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- The company is further exploring opportunities to make Balai Pandesal more accessible to Filipinos across the nation.


#### 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.

**BALAI NI FRUITAS INC.**

Issuer

Date

  
**RALPH HECTOR P. ADRICULA**  
Compliance Officer

**February 15, 2023**

15 February 2023



### **Balai Pandesal expands distribution in Cebu**

Manila, Philippines – Leading Philippine counter service bakery company Balai ni Fruitas, listed on the Philippine Stock Exchange under the ticker BALAI, is expanding the distribution of Balai Pandesal baked goods in Cebu by tapping supermarkets and convenience stores. This is in line with the Company's strategic objective to make its products more accessible to Filipinos across the nation.

Supermarkets in Cebu initially carrying Balai Pandesal baked goods include Gaisano Country Mall, Gaisano Main Colon, and Gaisano Market Square. Balai Pandesal baked goods are also available in two branches of 24 Summit Pharmacy in Cebu. Additional Metro Gaisano supermarkets are expected to carry Balai Pandesal products soon. These include branches in Ayala Center Cebu, Super Metro Colon, Metro Colon, Super Metro Lapu, and Super Metro Mambaling.

This latest move complements the growing online presence of Balai Pandesal in Cebu. Patrons of Balai Pandesal in Cebu can purchase its baked goods through [www.balaimart.com](http://www.balaimart.com), Fruitas Holdings' group-wide e-commerce website. At the same time, Balai Pandesal is now available in more locations in Cebu through GrabFood and FoodPanda.

Balai Pandesal is available in its anchor store in Cebu located at 30 Cabarrubias St., Tisa, Cebu City. Seven other community stores within the Fruitas network in Cebu, including five Soy & Bean, one House of Fruitas, and one Fruitas House of Desserts, also sell Balai Pandesal baked goods.

"We reiterate our vision for Balai to be part of each Filipino household's daily habit. We have further expanded the distribution of our baked goods outside our stores and we see great prospects in this initiative. We are further exploring opportunities to make Balai Pandesal more accessible to Filipinos across the nation," said Mr. Lester Yu, BALAI President and Chief Executive Officer.

BALAI has registered a stellar year in 2022, with nine-month revenues at Php234 million, 164% ahead of the same period in 2021. Net income for the first nine months of 2022 was Php23 million, which translates to a net margin of 10%.

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*Balai ni Fruitas Inc. is a 75%-owned subsidiary of Fruitas Holdings, Inc. Since the acquisition of certain assets of Balai Pandesal in June 2021, the Company has grown the Balai Pandesal store network from 5 to more than 40. The company has 3 well-loved brands in its portfolio, which includes Balai Pandesal, Buko ni Fruitas, and Fruitas House of Desserts. Balai ni Fruitas currently has more than 90 active stores spread among the 3 brands. For more information, you may visit: <http://balainifruitas.com/>.*

*The foregoing disclosure contains forward-looking statements that are based on certain assumptions of Management and are subject to risks and opportunities or unforeseen events.*

*Actual results could differ materially from those contemplated in the relevant forward-looking statement and BALAI gives no assurance that such forward-looking statements will prove to be correct or that such intentions will not change.*

*This Press Release discloses important factors that could cause actual results to differ materially from BALAI's expectations. All subsequent written and oral forward-looking statements attributable to BALAI or persons acting on behalf of the Group are expressly qualified in their entirety by the above cautionary statements.*