

**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. **14 July 2025**
Date of Report (Date of earliest event reported)
2. SEC Identification Number **A200117595** 3. BIR Tax Identification No. **214-815-715-000**
4. **EMPERADOR 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:
7. **7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark
188 E. Rodriguez Jr. Avenue, Bagumbayan, Quezon City**
Address of principal office **1110**
Postal Code
8. **(632)-8709-2038 to 41**
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 Shares	15,736,471,238
Treasury Shares	505,919,938

11. Indicate the item numbers reported herein: **ITEM 9 (b)**

Please see the attached Press Release.

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.

By: **EMPERADOR INC.** 14 July 2025


DINA D.R. INTING
Chief Financial Officer, Compliance Officer and
Corporate Information Officer



EMPERADOR INC.

Emperador's Jura cements global whisky dominance, becomes only Single Malt Whisky in UK's 'Biggest Alcohol Brands' list

MANILA, Philippines, July 14, 2025 – British Scotch whisky icon Jura has fortified its status as the United Kingdom's leading single malt brand, landing a coveted spot on The Grocer Magazine's *Britain's Biggest Alcohol Brands 2025* list, one of the most influential rankings in the country's retail landscape.

Jura enjoys the distinction as the only single malt whisky brand to earn a spot on the prestigious list—an achievement underscored by the brand's impressive 11.6% volume growth in the UK, led by the strong performance of its bourbon cask expression. The recognition comes at a challenging time for the Scotch whisky category, which has been grappling with shifting consumer preferences, escalating taxes, and international tariffs—all of which have dampened growth for even the most established players. Jura's ascent not only defies industry headwinds but reaffirms its dominance in a rapidly evolving market.

Jura's strategic pivot toward a smokier, sweeter core range has proven transformative, successfully aligning with the evolving tastes of a younger, more adventurous consumer segment. This bold repositioning, which introduced a flavor profile widely recognized as fruity, balanced, and delicious, has enabled the brand to weather challenging market conditions while also significantly expanding its reach. By deepening engagement with loyal Scotch whisky consumers and attracting a new wave of modern whisky drinkers, Jura has positioned itself at the forefront of category reinvention and sustained growth.

"We started the journey to rejuvenate Jura about eight years ago. We were fortunate at that time to have an established footprint across Europe, yet we saw an opportunity for the brand to become a true category leader with this initiative," says Kieran-Healey Ryder, head of whisky discovery at Emperador's scotch whisky firm, Whyte & Mackay.

Distilled and bottled on the remote and rugged Isle of Jura—home to just over 200 residents and one storied distillery—Jura embodies the soul of its island: legendary, iconic, and unmistakably one-of-a-kind. With roots deeply interwoven in tradition, nature, and community, Jura has transcended its status as a single malt brand to become a global symbol of heritage and craftsmanship shaped by generations of care.

Jura forms part of Emperador's prestigious single malt portfolio through Whyte & Mackay, a wholly owned subsidiary. Alongside acclaimed labels such as The Dalmore, Fettercairn, and Tamnavulin, Jura continues to deliver strong performance across key Asian markets, underscoring Emperador's growing influence in the premium whisky category worldwide. ###

ABOUT Emperador Inc.

Emperador Inc. is a global spirits conglomerate that owns Emperador Brandy, the world's best-selling brandy. Emperador's portfolio of iconic brands also includes Fundador Brandy, The Dalmore, Fettercairn, Jura, and Tamnavulin Single Malt Scotch whiskies. The products are available in more than 100 countries across the globe.

Emperador Inc. is a publicly-listed company at both the Philippine Stock Exchange and the Singapore Exchange.