

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. **NOVEMBER 19, 2014**
Date of Report (Date of earliest event reported)

2. SEC Identification Number **CS200319138** 3. BIR Tax Identification No. **227-409-243**

4. **ALLIANCE SELECT FOODS INTERNATIONAL, INC.**
Exact name of issuer as specified in its charter

5. Metro Manila, Philippines (SEC Use Only)

Province, country or other Industry Classification Code:
jurisdiction of incorporation

6. **Suite 1205, East Tower, Philippine Stock Exchange Centre, Exchange
Road, Ortigas Center, Pasig City 1605**
Address of principal office Postal Code - 1600

7. **(63-2) 635-5241 to 44**
Issuer's telephone number, including area code

9. **Not Applicable**
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	Amount of Debt Outstanding (As of December 31, 2013)
Common	1,499,712,463	Short Term: US \$28,610,398.00 Long Term: US \$4,565,481.00

We would like to inform the Commission that the company has made the following appointments of principal officers:

- 1) Juan R. Salcedo, III – Vice President – International & Domestic Sales
- 2) Lisa Angela Y. Dejadina – Senior Vice President – Business Development & Operational Excellence

These two officers have already joined the Company and have taken charge of their duties.

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 Compliance Officer.

ALLIANCE SELECT FOODS INTERNATIONAL, INC. 19 NOVEMBER, 2014

By:

RAJAT BALAIN
COMPLIANCE OFFICER