

**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. **07 August 2013**
Date of Report
2. SEC Identification No: **AS093-7946** 3. BIR Tax Identification No: **003-831-302-000**
4. **Alliance Global Group, Inc.**
Exact name of issuer as specified in its charter
5. **Metro Manila**
Province, Country or other jurisdiction of incorporation or organization
6. (SEC use only)
Industry classification code
7. **7th Floor, 1880 Eastwood Avenue, Eastwood City CyberPark
188 E. Rodriguez, Jr. Avenue, Bagumbayan
Quezon City, Metro Manila, Philippines**
Address of issuer's principal office
8. **(632) 709-2038 to 41**
Issuer's telephone number, including area code
9. Securities registered pursuant to Sections 8 and 12 of the SRC or Sections 4 and 8 of the RSA:
- | Title of Class | No. of Shares of Common Stock
Outstanding |
|----------------|--|
| Common | 10,269,827,979 |
10. Item 9(b)
Please see attached Press Release.

S I G N A T U R E

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.

ALLIANCE GLOBAL GROUP, INC.

By:



DINA INTING
FVP for Finance and
Corporate Information Officer

Emperador invests P5.8 billion in Spain

Emperador International Ltd., a member of Alliance Global Group Inc., will invest P5.8 billion in Spain over the next 12 months. The investment is part of a dynamic strategy to build Emperador as a strong global brandy brand.

According to Jorge Domecq Bohórquez, managing director of Emperador International: “Part of the P5.8 billion has already been invested through the Spain-based Bodega San Bruno S.A. and Grupo Emperador Spain S.A., which are both owned by Emperador. We have completed the first phase of our acquisition, which includes a sizable inventory of high-quality, well-matured brandy, which are now being stored and aged in sherry casks, as well as 509 hectares of prime vineyard land in Toledo, Spain.”

The next phase of Emperador’s investment in Spain includes the acquisition of even more vineyards and other brandy production facilities, which include distilling and bottling plants. Due diligence is currently being conducted for the said acquisition.

“We have achieved remarkable progress in our investment in Spain, of which we are very pleased,” said Domecq. “Our next steps forward will further strengthen our position as the world’s No.1 brandy company by volume, and make us exceptionally competitive as a global brandy producer.”

Emperador Deluxe Spanish Edition, a brandy produced and bottled in Spain, is Emperador’s newest successful offering. “We launched Emperador Deluxe early this year to a very warm reception, and the response of the Philippine market continues to be very good. We are looking closely into tapping other Asian markets such as China and Vietnam, initially,” said Domecq.

