

PSE SPOTLIGHT

FEATURING:



The Keepers Holdings, Inc.

Keepers Holdings, Inc. is the largest imported liquor distribution company in the Philippines, with a commanding 75% market share. Backed by an exceptional brand portfolio and strong partnerships with global industry leaders, Keepers is positioned for sustained growth amid rising demand for premium and imported alcoholic beverages.

Stock Code	KEEPR
Listing Board	Main Board
Sector – Subsector	Industrial – Food, Beverage & Tobacco
Listing Date	Sep 03, 1991
Outstanding Shares	14,508,750,313
Free Float Level	20.82%
Market Capitalization	P34,675,913,248
P/E Ratio	9.29x
Dividend Yield	5.02%

As of 24 October 2025
Source: PSE Data

[Company Profile](#)

1. What makes Keepers an attractive investment for potential investors?

Keepers is the largest importer and distributor of premium alcoholic beverages in the Philippines, commanding an estimated 75% share of the imported spirits market. The company’s strength lies in its expansive and well-curated portfolio of global brands, coupled with long-standing relationships with international brand owners such as Diageo, Pernod Ricard, and Proximo.

With the continuing premiumization trend among Filipino consumers and the steady growth of on-premise channels, Keepers is strongly positioned to capture high-margin, long-term growth in the imported spirits and beer segments.

2. What challenges has Keepers encountered, and what strategies were employed to overcome them effectively?

Like many companies in our industry and the consumer industry in general, we’ve had to navigate shifting consumer behavior, regulatory hurdles, inflation, and a very competitive market. But what sets Keepers apart is our ability to adapt quickly while staying true to our value proposition—offering Filipinos access to world-class brands at affordable prices.

Our main challenge has been balancing affordability with premium quality in a competitive and cost-sensitive market. We addressed this by focusing on value-driven premiumization—offering imported brands like Alfonso Brandy at accessible prices—and by expanding our portfolio through strategic acquisitions. These moves help us stay resilient, relevant, and ready for continued growth.

3. What sustainability initiatives does Keepers have in place? How do they align with your long-term goals?

Keepers' sustainability framework focuses on responsibility, efficiency, and partnership. As distributors of a number of ESG-centric suppliers like Diageo, Pernod Ricard, Beam Suntory, Keepers aligns itself with the ESG initiatives of these global companies. Our joint venture partner, Williams & Humbert also follows strict guidelines on responsible and ethical production processes.

Some initiatives we implement are as follows:

1. Sustainable packaging and materials – Reducing the use of individual boxes and packaging in promotions.
2. Low-impact logistics – Optimizing routes, consolidating shipments, and increasing bulk imports to reduce carbon footprint.
3. Promoting responsible consumption – Advocating moderation and responsible drinking in all marketing initiatives.

These initiatives support Keepers' long-term goal of building a more sustainable and responsible value chain across the beverage industry.

4. How is the company positioned vis-à-vis competitors, and what initiatives are underway to strengthen its market leadership?

Keepers today is in a very strong position—we're the clear leader in imported spirits with roughly 75% market share. What gives us an edge is our long-standing partnerships with global market leaders like Diageo, Pernod Ricard, and Proximo, and a well-balanced portfolio that caters to both value and premium consumers.

Keepers continues to strengthen its market leadership through strategic acquisitions and portfolio expansion.

5. What are the company's strategic priorities for the next two to three years?

Over the next three years, Keepers will focus on:

- Sustaining the growth of its total portfolio of imported spirits and beer volumes.
- Integrating Booze Online and Cervia Global to create portfolio and operational synergies.
- Expanding retail presence through new experiential and standalone store formats.
- Strengthening ESG practices and digital capabilities to enhance long-term competitiveness.

The goal is to evolve Keepers into a total alcohol beverage leader with both global and local brand relevance.

PSE Spotlight is a short feature about listed companies that are part of PSE STAR Investor Day. The report, which offers a quick overview of a company, includes a description of its business, stock information, as well as answers to five interview questions provided by the company's management team. The interview questions typically revolve around the company's value proposition, business operations and landscape, challenges and opportunities, and strategic initiatives.

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