

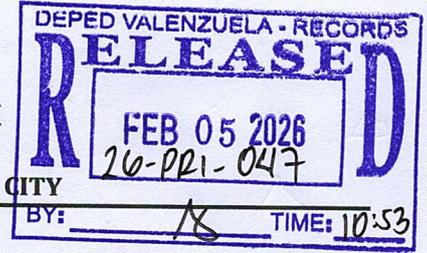


DepEd ICT Unit

Web Posted by: rd  
Control no.: 26PR1-047

Republic of the Philippines  
**Department of Education**

NATIONAL CAPITAL REGION  
SCHOOLS DIVISION OFFICE OF VALENZUELA CITY



**Office of the Schools Division  
Superintendent**

January 30, 2026

**LEANNE RUIZ**

Brand Activation Specialist  
Monde Nissin Corporation

Madam:

This is in reference to your letter dated January 28, 2026, regarding the request to conduct a brand promotion activity through an interactive school activation for all elementary learners in public schools from March to May 2026.

Relative to this, the Monde Nissin Corporation brand promotional team is being instructed of the following guidelines, and must be strictly observed:

1. Compliance with DepEd Order No. 9, s. 2005, "No Disruption of Classes Policy";
2. Compliance with DepEd Order No. 19, s. 2008, "No Collection Policy in Public Schools";
3. Compliance with DepEd Order No. 8, s. 2007, "Revised Implementing Guidelines on the Operation and Management of School Canteens in Public Elementary and Secondary Schools";
4. Compliance with DepEd Order 13, s. 2017, "Policy and Guidelines on Healthy Food and Beverage Choices in Schools and in DepEd Offices";
5. Proper coordination with the concerned school before the conduct of the activity;
6. Securing written parental consent for the voluntary participation of learners in the activity; and
7. For your reference and coordination, the attached school directory may be used.

Thank you.

Very truly yours,

**NOEL D. BAGANO**  
Schools Division Superintendent

Division Letter No. 035, s. 2026

SGOD-SMN/ECP



Address: Pío Valenzuela St., Marulas, Valenzuela City  
Telephone Nos.: (02) 8293-4507, 8277-4648, 8291-0873, 8277-3439  
Email Address: [sdovalenzuela@deped.gov.ph](mailto:sdovalenzuela@deped.gov.ph)  
Official Website: <https://www.sdovalenzuelacity.deped.gov.ph>





Republic of the Philippines

## Department of Education

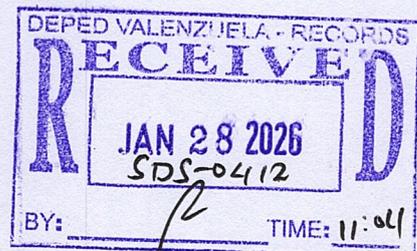
NATIONAL CAPITAL REGION

### SCHOOLS DIVISION OFFICE OF VALENZUELA CITY

SCHOOL	PRINCIPAL	POSITION/	CONTACT NO.
<b>VALENZUELA SOUTH DISTRICT</b>			
Bitik ES	Ms. Maria Celina J. Cloa	SP I	8254-9614 / 865-31379
Caruhatan East ES-New S	Mr. Levy J. Acuña	SP III	8294-4246 / 09178502375
Caruhatan East ES-Old S	Ms. Rowena E. Cristobal	ASP-2	
Caruhatan West ES	Mr. Jean Francis V. Dela Cruz	SP II	8285-6113
Constantino ES	Mr. Arnold O. Muñoz	SP I	8294-1690
Marulas ES	Mrs. Josie D. Fernando	SP IV	9331076333
San Miguel Heights ES	Mrs. Gracely A. Magat	SP II	8291-3095
Serrano ES	Ms. Jed A. Camposano	SP I	8293-5329
<b>VALENZUELA NORTH DISTRICT</b>			
A. Fernando ES	Mrs. Fe C. Arandia	SP IV	8285-4782
Coloong ES	Mr. Lovirey M. Cerna	SP II	8721-2338
Luis Francisco ES	Mrs. Azucena P. Ocasia	SP IV	8282-7560
Paltok ES	Ms. Mari Hazel V. Arellano	SP I	8294-1631
Pasolo ES	Mrs. Amelita N. Ayaton	SP III	8891-4324
Rincon ES	Mr. Lope L. Duque Jr.	SP I	8291-4125
A. Deato ES	Ms. Analiza N. Domingo	SP I	8294-1076
Isla ES	Ms. Olivia D. Cariaso	SP I	8293-9014
P. R. San Diego ES	Ms. Carmina DJ. Mendaros	SP II	8671-0879
Pio Valenzuela ES	Mr. Winefredo L. Zurbano	SP II	8283-9071
Tagalag ES	Ms. Marites A. Torres	SP I	8721-2593
Wawang Pulo ES	Mrs. Marilyn C. Resurreccion	SP II	8277-5520
<b>VALENZUELA EAST DISTRICT</b>			
Antonio M. Serapio ES	Mrs. Mrs. Norlita N. Santos	SP III	(02) 7000-6580
Gen. T. de Leon ES	Mrs. Eufelia L. Corales	SP IV	8779-7166
Parada ES	Mrs. Rizza L. Escobido	SP IV	426-8976
Santiago De Guzman ES	Ms. Marylyn P. Meliton	SP II	8292-8876
Silvestre Lazaro ES	Mr. Roberto A. Llanita	SP IV	7933-7130
Apolonia F. Rafael ES	Mrs. Gloria D. Morenos	SP IV	8556-4238
Andres Mariano ES	Mr. Edito P. Fabillar	SP I	8962-7756
Maysan ES	Mr. Roderick D. De Leon	SP IV	8-260-91-35
Paso de Blas ES	Dr. Ramona A. Villanueva	SP I	8659 6358
Santos Encarnacion ES	Ms. Jenette R. Sambajon	SP I	8531 0350
Sitio Sto. Rosario ES	Ms. Emilie DC Rivero	SP I	8711-5477
Pedro Santiago ES	Ms. Marihersest M. Vergara	TIC	8559-2677
<b>VALENZUELA CENTRAL DISTRICT</b>			
Canumay West ES	Mrs. Edna S. Madrid	SP IV	8291-9208
Dalandanan ES	Ms. Luzviminda M. Camarista	SP II	8291-3224
Lingunan ES	Mr. Rolando G. Corales	SP IV	8550-2214
Malinta ES	Mrs. Lilibeth S. Gozo	SP IV	8292-0041
Pinalagad ES	Ms. Catherine De Gula	SP II	8292-1811
Roberta De Jesus ES	Mrs. Nerisa A. Espinosa	SP IV	8661-8983
Canumay East ES	Ms. Maria Lourdes B. Viray	SP III	8353-2715
Lawang Bato ES	Mr. Emil R. Mamiit	SP IV	8983-2413
Punturin ES	Mrs. Rosalinda G. Quilates	SP III	8990-6057/ 8362-1003
Apolonio Casimiro Fausti	Ms. Agnes D. Garrote	SP II	8733-4728
Disiplina Village ES	Mrs. Mari Jayne M. Mendaro	SP IV	8461-3258

January 28, 2026

**DR. NOEL D. BAGNO**  
Schools Division Superintendent  
Division of Valenzuela City



Monde Nissin

Dear Dr. Noel D. Bagno

Greetings!

Monde Nissin Corporation has been giving Filipino consumers quality products and excellent service for the past 40 years. Our company has consistently been among the top corporations in the Philippines and is considered as one of the industry leaders in both noodles and biscuit product categories. Our brand names include Nissin, Monde, Sky Flakes, Fita amongst others for the biscuits category, and Lucky Me! for the noodles category.

We are currently promoting our beverage brand – **Dutch Mill Yogurt Drink** through an interactive school activation among elementary students. Dutch Mill Yogurt Drink helps kids enjoy the goodness of milk, yogurt and real fruit-juice with brain and body support nutrients that can help them power-up for the school day ahead! The program will include a dance routine, flavor-matching game, and product sampling.

With this, we would like to seek the approval of your good office to allow us to conduct our activation activity. We have our agency, **Communication Lab Inc.**, to coordinate with you the requirements and permits necessary.

Please see activity details and agency for implementation:

**Target Implementation Date:** March-May 2025

**Duration:** 45 minutes

**Type of Activity:** School Program and Sampling

**Agency:** Communication Lab, Inc.

Thank you very much and we are looking forward to building a productive business relationship with you!

Sincerely,

**Leanne Ruiz**  
Brand Activation Specialist  
Monde Nissin Corporation

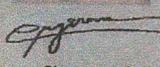
**CRISANTA C. GERONA**  
COORDINATOR  
# 0927-630-2072

email - [crisantagerona17@gmail.com](mailto:crisantagerona17@gmail.com)


 Republic of the Philippines  
**COMMISSION ON ELECTIONS**  
 MALABON CITY, NCR - THIRD DISTRICT  
 VIN: 7502-0225B-B2672CCG20000

**GERONA CRISANTA CARAULLO**

Date of Birth : February 26, 1972  
 Civil Status : Single  
 Citizenship : Filipino  
 Address : 5-A DIAZ MERVILLE SUBD. DAMPALIT  
 Precinct No. : 0225B


 Signature of Voter


 JOSE A.R. MELO




*Gerona*


  
 COMMUNICATION LAB INC.

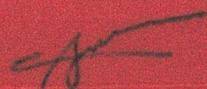


**CRISANTA C. GERONA**  
 Coordinator

COMMUNICATION LAB INC.  
 139 Hernandez St. Catmon, Malabon City  
 ADDRESS

214-351-974-000      **AB**  
 TIN      SSS NUMBER      BLOOD TYPE

IN CASE OF EMERGENCY, PLEASE NOTIFY:  
**Ma. Kristina Concepcion Batin**  
**09670215318**  
 CONTACT NUMBER


  
 Sheryl Simon  
 HRSD and Finance Head

THIS CERTIFIES THAT THE PERSON WHOSE PICTURE AND SIGNATURE APPEAR ON THIS CARD IS A REGULAR EMPLOYEE OF THE COMPANY.


  
**Sheryl Simon**  
 HRSD and Finance Head

VALID UNTIL AUGUST 2025

*Gerona*

## Communication Lab Inc

We are your partner for effective Integrated Marketing Communication Solutions for everything BTL.

**CoLab** is born from the leadership of its co-founders, well-rooted from years of brand advertising and BTL production expertise.

Our purpose is to collaborate on creating connections between brand and consumer, and consumer to brand.

We envision meaningful connections between brands and consumers, cofounded in memorable marketing experiences.

Our profile consists of global brands in vast array of industries.

Including giants from entertainment, malls and realty development, beauty and wellness, finance, food, automotive and technology.



REPUBLIKA NG PILIPINAS  
 KAGAWARAN NG PANANALAPI  
 KAWANIHAN NG RENTAS INTERNAS  
 REVENUE REGION NO. 008  
 REVENUE DISTRICT NO. 050.

BIR Form No. **2303**  
 Revised July 1997

OCN 9RC0000529675

**CERTIFICATE OF REGISTRATION**

02 MAY 2019

TIN 010-271-639-000	NAME COMMUNICATION LAB INC.	REGISTRATION DATE 02/14/2019
------------------------	--------------------------------	---------------------------------

REGISTERED ADDRESS  
 1912 CITYLAND CONDOMINIUM 10 TOWER 1 156 H.V. DELA COSTA STREET BEL AIR CITY OF MAKATI FOURTH DISTRICT 1209

REGISTERED ACTIVITY(IES)  
 TAX TYPE  
 INCOME TAX  
 VALUE - ADDED TAX  
 WITHHOLDING TAX - EXPANDED/OTH  
 REGISTRATION FEE  
 WITHHOLDING TAX - COMPENSATION

TRADE NAME COMMUNICATION LAB INC.	LINE OF BUSINESS / INDUSTRY 7414 BUSINESS AND MANAGEMENT CONSULTANCY ACTIVITIES 7430 ADVERTISING
--------------------------------------	--



RDO DRY SEAL

I HEREBY CERTIFY THAT THE ABOVE NAMED PERSON IS REGISTERED AS INDICATED ABOVE, UNDER THE PROVISIONS OF THE NATIONAL INTERNAL REVENUE CODE, AS AMENDED.

CLARE B. CORPUS  
 REVENUE DISTRICT OFFICER (signature and printed name)  
 NARCISO LAGUERTA  
 5/13/19  
 REVENUE DISTRICT OFFICER (signature and printed name)

THIS CERTIFICATE MUST BE EXHIBITED CONSPICUOUSLY IN THE PLACE OF BUSINESS

EN

**MONDE NISSIN CORPORATION**  
21<sup>st</sup> Floor, 6750 Office Tower, Ayala Avenue,  
Makati City, Philippines 1226

Tracking No.: 20251117161332  
Date: 15 December 2025

### **SALES PROMOTION PERMIT**

Pursuant to Article 116 of Republic Act No. 7394 or The Consumer Act of the Philippines and Section 5 (o) of The Republic Act No. 9711 or The Food and Drug Administration (FDA) Act of 2009, your application for the permit to conduct the sales promotion with details stated hereunder is **GRANTED**.

<b>DOH-FDA CFRR Permit No.</b>	<b>: 1740 s. 2025</b>
<b>Promotion Title</b>	<b>: MNC BEVERAGE BTL 2026</b>
<b>Duration</b>	<b>: 01 January to 31 December 2026</b>
<b>Coverage</b>	<b>: Select supermarkets, Grocery Stores, Wet Markets, Schools and Universities, Offices, Terminals, Transit Stations, Church, and Barangays nationwide</b>
<b>Media/Collateral Materials</b>	<b>: Booth-Annex "A"1-3</b>
<b>Participating Product</b>	<b>: See attached valid Certificate of Product Registration-Annex "B"1-2</b>

This permit shall not be construed as an authorization for print, radio and television advertisement other than the submitted and approved materials. Any other materials must be submitted for evaluation and approval prior to their dissemination.

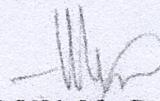
No deviation in the approved promotion details and mechanics shall be made at any time during the effectivity of this permit without prior notice to, and written approval of this Office. Any request for amendment and/or extension should be submitted at least one (1) week before such change takes effect.

This permit is subject to recall or revocation at any time should there be any violation of Republic Act Nos. 7394 and 9711, Bureau Circular No. 2007-002 (Guidelines in the Use of Nutrition and Health Claims in Food) and other related laws, rules, regulations and the following condition/s, *to wit*:

X-----X-

1. The approved sales promotion materials/announcements shall contain the phrase "*Per DOH-FDA-CFRR Permit No. 1740 s. 2025*";
2. \*The participation of this product should be limited only until the validity of the registration unless it is timely re-applied for such;
3. No claim in the advertisement, promotion and sponsorship, and other marketing activities shall be made other than those contained in the approved label or packaging of the product; and
4. All offices of the DOH-FDA Regional Field Office (DOH-FDA-RFO) should be furnished with a copy of this permit together with the approved mechanics and materials.

*By the Authority of the Director General:*

  
**PILAR MARILYN M. PAGAYUNAN**  
Director IV  
Center for Food Regulation and Research

Amt Paid: Php 1,010 00  
OR No 11282025230141900  
Date 28 November, 2025  
MMN/HSA



**INFORMATION SHEET AND MECHANICS OF THE SALES PROMOTION**

(at least two (2) copies; use another sheet if needed)

Document No.:	QSP-6.12 02 Annex 02
Date Effective:	15 November 2013
Revision No.:	00
Page No.	Page 5 of 7

**MEDIA UTILIZED: (Storyboard/Radio Script/Print AD/Mailer) Attach Copies.**



Side panel



APPROVED

*[Handwritten signature]*



**INFORMATION SHEET AND MECHANICS OF THE SALES PROMOTION**

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Document No.: QSP-6.12 02 Annex 02

Date Effective: 15 November 2013

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Page No. Page 6 of 7



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**INFORMATION SHEET AND MECHANICS OF THE SALES PROMOTION**

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Document No.:	QSP-6.12 02 Annex 02
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Revision No.:	00
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GAME BOARD  
(2 pcs)



PRODUCT CUT OUTS  
(2 sets)



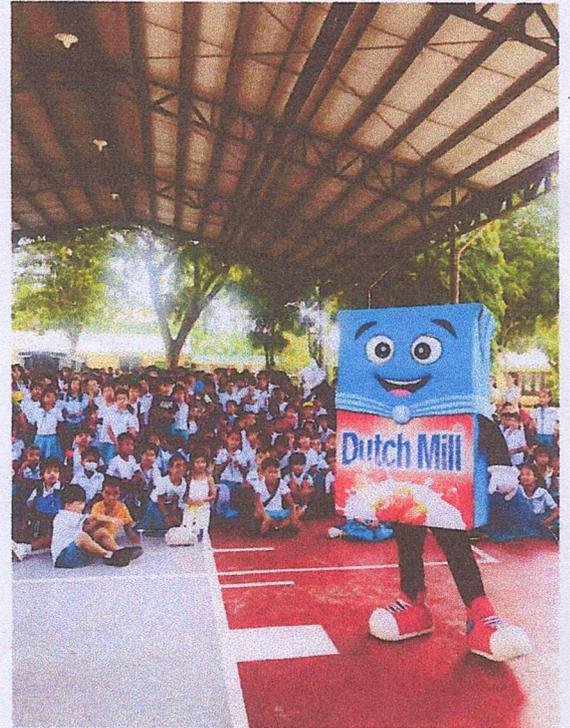
*mm Ad*  
APPROVED BY *[Signature]*

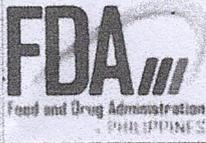
Ads and Promo Section-  
Legal Information and Compliance Division  
FOOD AND DRUG ADMINISTRATION (FDA)

Here are the sample set up and activities of DUTCHMILL SCHOOL TOUR.



**ASSEMBLY AND AUDIENCE PARTICIPATION**





**INFORMATION SHEET AND  
MECHANICS OF THE SALES  
PROMOTION**

(at least two (2) copies;  
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**Dutch Mill Delight 400ml**  
SRP: 43.14

**Dutch Mill Proyo 400ml (Strawberry, Blue Berry, Mixed Berries)**  
SRP: P45.93

**Dutch Mill Proyo 100ml (Strawberry, Blue Berry)**  
SRP: P13.45

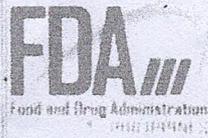
**Monde Nuvi Chocolate Milk Drink with Nata de Coco 100ml**  
SRP: 14.53

**Monde Nuvi Chocolate Milk Drink with Nata de Coco 170ml**  
SRP: P22.26

*ym B-1*  
**APPROVED**  
*BY: [Signature]*

**REGISTRATION REQUIREMENTS: Certificate of Product Registration (CPRS), Product Notification / Date of Application for Renewal if Expired, and Adverse Reaction for Over-the-Counter (OTC) Drug Products, if any.**

PRODUCT NAME	FR-NUMBER	VALIDITY
DUTCH MILL BLUEBERRY 90ML	FR-4000008296034	04 October 2026
DUTCH MILL MIX FRUIT 90ML	FR-4000008297747	22 April 2027
DUTCH MILL ORANGE 90ML	FR-4000008298085	20 April 2027
DUTCH MILL SUPERFRUITS (4 MIXED BERRIES) 90ML	FR-4000008297402	22 September 2026
DUTCH MILL STRAWBERRY 90ML	FR-4000008314756	19 April 2027
DUTCH MILL MANGO 90ML	FR-4000009186884	25 August 2027
DUTCH MILL BLUEBERRY 180ML	FR-4000008296164	11 April 2027
DUTCH MILL MIX FRUIT 180ML	FR-4000008297981	05 April 2027
DUTCH MILL ORANGE 180ML	FR-4000008298199	13 April 2027
DUTCHMILL SUPERFRUITS (4 MIXED BERRIES) 180ML	FR-4000008297545	27 April 2027
DUTCH MILL STRAWBERRY 180ML	FR-4000008314974	13 April 2027
DUTCH MILL MANGO 180ML	FR-4000009187193	26 April 2027
DUTCH MILL STRAWBERRY SAVERPACK 90ML	FR-4000008315557	04 May 2027
DUTCH MILL SUPERFRUITS (4 MIXED BERRIES) SAVERPACK 90ML	FR-4000008315111	01 June 2027
DUTCH MILL STRAWBERRY SAVERPACK 180ML	FR-4000008315720	13 April 2027
DUTCH MILL SUPERFRUITS (4 MIXED BERRIES) SAVERPACK 180ML	FR-4000008315313	18 April 2027
DUTCH MILL SOY SECRETZ UHT SOY MILK WITH CHOCOLATE HAZELNUT 300ML PET BOTTLE	FR-4000012680047	18 April 2029
DUTCHMILL DELIGHT PROBIOTIC DRINK + PREBIOTIC FIBER 100ML	FR-4000011277914	05 June 2027
DUTCHMILL DELIGHT PROBIOTIC DRINK + PREBIOTIC FIBER 400ML	FR-4000009110254	16 June 2027



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DUTCHMILL PROYO YOGHURT DRINK BLUEBERRY JUICE 100ML	FR-4000009958689	22 March 2031
DUTCHMILL PROYO YOGHURT DRINK STRAWBERRY JUICE 100ML	FR-4000009957501	13 February 2031
DUTCHMILL PROYO YOGHURT DRINK BLUEBERRY JUICE 400ML	FR-4000010621879	19 March 2031
DUTCHMILL PROYO YOGHURT DRINK STRAWBERRY JUICE 400ML	FR-4000010299432	20 March 2031
DUTCHMILL PROYO YOGHURT DRINK MIXED BERRIES JUICE 400ML	FR-4000010299458	10 March 2031
MONDE NUVI CHOCOLATE MILK DRINK WITH NATA DE COCO 100ML	FR-4000012697023	23 April 2029
MONDE NUVI CHOCOLATE MILK DRINK WITH NATA DE COCO 170ML	FR-4000012544042	30 April 2029
DUTCH MILL APPLE 90ML & 180ML	FR-4000014582534	23 May 2031

*MLB 2*

**QUALIFICATION/DISQUALIFICATION OF PARTICIPANTS:**

N/A

**DESCRIPTION OF PROCEDURES: (How to Join/How to Win/Entry Forms/Draw Date/Location of Drop Centers/Deadline for Submission of Entries/Procedure in the Collection of Entries/Description of Drop Boxes/Control Measures):**

**Sampling:**

- Consumers will get wet or dry samples of the featured SKU.
- Depending on approval, sampled product will be available for selling based on list price (subject to approval per touchpoint)

**School Sampling:**

- Mascot Appearance

**Push Selling / House to House:**

Brand Ambassadors will be deployed in the selected touchpoints to discuss the products.

**NUMBER OF WINNERS/CATEGORIES OF WINNERS/MO. OF TIMES A PARTICIPANT MAY WIN: PRODUCTS COVERED: (Brand/Size(s)/Specific Items with Regular Price and Discount Price/Price of Products/Pack/Purchase Amount Required):**

PRODUCT DESCRIPTION	# of Consumers
Dutch Mill Yoghurt 90ml (Strawberry, Super Fruits, Blueberry, Mixed Fruits, Orange, Mango, Apple)	100,000
Dutch Mill Yoghurt Saver Pack 90mL (strawberry, superfruits)	50,000