

COVER SHEET

JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building

Emerald Avenue, Pasig City

(Company's Address)

(632) 634-1111

Telephone Number

December 31

(Fiscal Year Ending)

Any day in the month of June

(Annual Meeting)

SEC Form 17-C

Appointment of New Strategic Business Unit Heads

(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

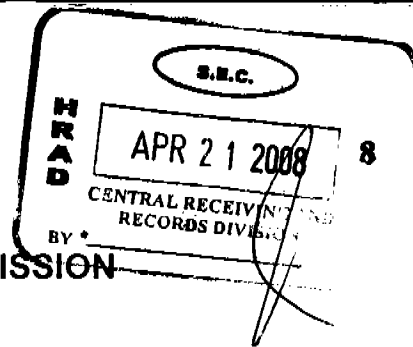
DTU

77487
S.E.C REG. No.

Central Receiving Unit

File Number

Document I.D.



SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

**CURRENT REPORT PURSUANT TO SECTION 17 OF THE
SECURITIES REGULATIONS CODE (SRC) AND SRC RULE 17 THEREUNDER**

1. Date of Report **21 April 2008**

2. Commission identification number **77487**

3. BIR Tax Identification No . **000-388-771**

4. **JOLLIBEE FOODS CORPORATION**
Exact name of registrant as specified in its charter

5. **PHILIPPINES**
Province, country or other jurisdiction of incorporation or organization

6. Industry classification code (SEC Use Only)

7. **10/F JOLLIBEE PLAZA BUILDING, EMERALD AVENUE,
PASIG CITY**
Address of registrant's principal office

1600
Postal Code

8. **(632) 634-1111**
Registrant's telephone number, including area code

9. **N/A**
Former name, former address and former fiscal year, if changed since last report

10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of each Class	Number of shares of common stock & warrants outstanding
Common	1,019,827,518
Treasury Shares	16,447,340

11. Item 9. Other Events

Following are changes in the list of Executive Officers of the Jollibee Group of Companies in line with its leadership and business development program:

1. Mr. Joseph Tanbuntiong, Head of the Restaurant Systems and Quality Management of the Jollibee Business Unit, was appointed President of the Red Ribbon Philippines Business Unit effective April 16, 2008.

2. Ms. Regina B. Navarrete, President of the Red Ribbon Philippines Business Unit, assumed a special assignment effective April 16, 2008, in anticipation of her retirement.

3. Mr. Erwin M. Elechicon, presently President of the Greenwich Business Unit, will be appointed President of the Chowking Business Unit effective April 28, 2008.

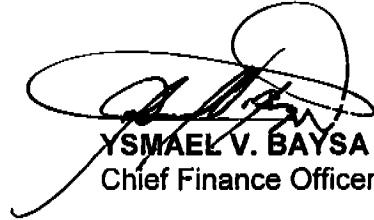
4. Mr. Rufino R. dela Rosa, presently President of the Chowking Business Unit, will be appointed President of the Manong Pepe Business Unit effective April 28, 2008.

The new President of the Greenwich Business Unit will be announced at a later date.

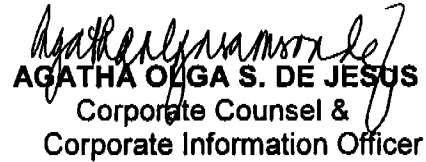
SIGNATURE

Pursuant to the requirements of the Securities Regulation Code, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

JOLLIBEE FOODS CORPORATION
Registrant



YSMAEL V. BAYSA
Chief Finance Officer



AGATHA OLGA S. DE JESUS
Corporate Counsel &
Corporate Information Officer