

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 Officer

(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 **31 July 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 XXXXXXXXXX (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	1,020,470,518
Treasury Shares	16,447,340

Note: Total outstanding common shares inclusive of 76, 334 shares subject for listing. These represent shares purchased by employees in connection with JFC's Management Stock Option Program (MSOP).

11. Item 9. Other Events

Effective July 31, 2008, Mr. Daniel Rafael Ramon Gomez was appointed Vice-President for Corporate Marketing.¹


Likewise, Ms. Gina Navarrete, who assumed a special assignment on April 16, 2008, retired effective July 15, 2008. Ms. Navarrete was the former President of the Red Ribbon Business Unit.

¹ As previously disclosed, Ms. Marigold F. Tantoco is the Vice President of Jollibee Marketing and a member of the management committee of the Jollibee Business Unit.

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


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