

# Jollibee.

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 Head

(Form Type)

\_\_\_\_\_  
Amendment Designation (If applicable)

\_\_\_\_\_  
(Secondary License Type and File Number)

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

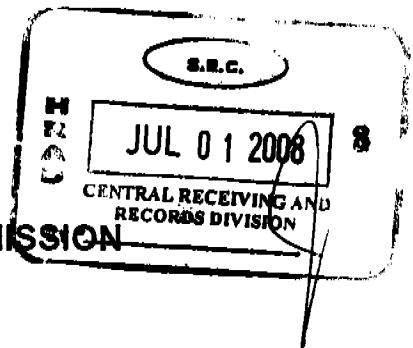
77487  
S.E.C REG. No.

\_\_\_\_\_  
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                    **1 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             (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
<b>Common</b>	<b>1,019,827,518</b>
<b>Treasury Shares</b>	<b>16,447,340</b>

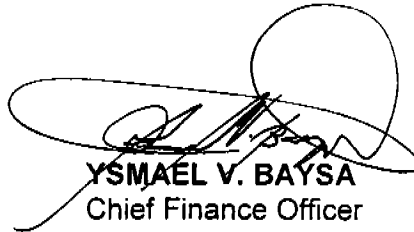
11. Item 9. Other Events

**Mr. Ariel Fermin was appointed President of the Greenwich Business Unit effective July 1, 2008.**


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