

**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**

**Opening of Jollibee Shenzhen**

(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

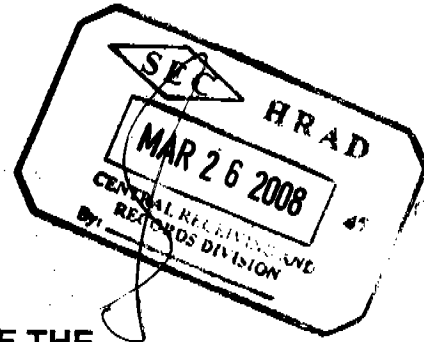
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DTU

**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: 26 March 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. Other Events

The Jollibee brand opened a store in the People's Republic of China on March 25, 2008. The store is owned by Kuai Le Feng, a wholly-owned subsidiary of Jollibee Foods Corporation. It is located in G-8, G-9 Jia Ning Na Mall Ren Min Nan Road Shenzhen City, China. This is the first Jollibee store to be opened in China after several years. Jollibee operated a franchised store in Xiamen from 1998 to 2002.

The Jollibee Group of Companies operates the country's largest food service network. The Group had a total of 1,385 stores in the Philippines as of February 28, 2008 – 625 Jollibee stores, 376 Chowking stores, 237 Greenwich stores, 192 Red Ribbon stores, 27 Delifrance stores and 2 Manong Pepe stores. In foreign operations, the Group had 186 stores as of February 28, 2008 – 102 Yonghe King stores in China, 1 Chun Shui Tang store, also in China, 14 Jollibee stores in the United States, 22 Red Ribbon stores in the United States, 12 Chowking stores in the United States, 9 Chowking stores in Dubai, 5 Chowking stores in Indonesia and 21 Jollibee stores in other countries. As of February 28, 2008, the Group was operating a total of 1,645 stores worldwide.

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**

Investors Relations Representative &  
Corporate Information Officer