

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
Press Release

(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

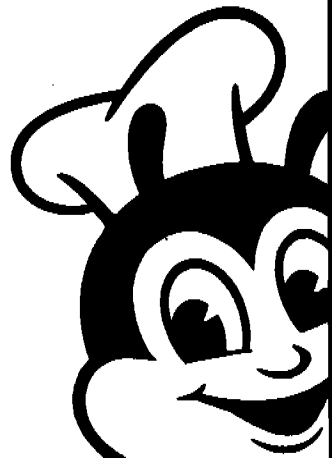
DTU

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 **February 16, 2012**
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 outstanding
Common	1,038,364,061
Treasury Shares: Common	16,447,340

Note: Total outstanding common shares inclusive of 867,465 MSOP shares exercised by employee participants, to be deducted from the 1,456,001 MSOP shares (per PSE disclosure no. WLST_2011000010290 dated June 30, 2011) lodged with Deutsche Regis Partner's Inc. last June 30, 2011.

11. Other Events

Please see attached press release.

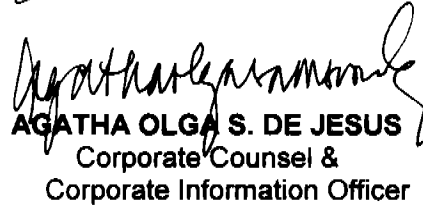
SIGNATURE

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

The JFC Group of Companies
JFC Q4 Sales Rise by 18%, Net Income by 10%

Metro Manila, Philippines, February 16, 2012 - *Jollibee Foods Corporation* (PSE: JFC) – Results for the quarter and full year ended December 31, 2011.

The following are the highlights of JFC's results of operation for the quarter and full year ended December 31, 2011 based on its unaudited financial statements:

Financial Summary	Full Year December			Quarter 4		
	2011	2010	% Change	2011	2010	% Change
System Wide Retail Sales	82,170	70,254	17.0%	22,971	19,459	18.0%
Revenues	62,900	53,372	17.9%	18,120	14,953	21.2%
Net Operating Income	3,972	3,599	10.3%	1,354	1,035	30.8%
Net Income	3,253	3,213	1.2%	1,180	1,066	10.6%
Net Income Attributable to Equity						
Holders of the Parent	3,213	3,198	0.5%	1,157	1,052	10.0%
Earnings Per Common Share - Basic	3.120	3.118	0.1%	1.123	1.023	9.8%
Earnings Per Common Share - Diluted	3.078	3.077	0.0%	1.119	1.020	9.7%

* Amounts in PHP Millions, except % change and Per Share data.

Jollibee Foods Corporation's system wide sales, a measure of all sales to consumers both from company-owned and franchised stores rose by 18.0% in the 4th quarter of 2011 compared with sales in the same period in 2010. Sales in the Philippines grew by 17.8% while those abroad increased by 19.0% led by China with a growth of 27.5% and Southeast Asia and the Middle East with 23.3%.

In the Philippines, the acquisition of Mang Inasal and Burger King contributed 9.2% of the 17.8% sales growth while the rest of the brands grew by 8.6%. Sales per store across all brands grew strongly versus year ago driven by higher transaction count, a measure of volume of customer purchases.

Net Income Attributable to Equity Holders of the Parent and Earnings Per Share grew versus last year by 10.0% and 9.8%, respectively - the highest rates of quarterly profit growth registered in 2011. Net Income as a percent of revenues improved from 4.6% in the first 9 months of the year to 6.5% in the fourth quarter. This improvement offset the negative profit growth rate in the first half of the year and brought 2011 profit at par with the previous year. Net Income Attributable to the Equity Holders of the Parent reached Php 3.213 billion while Earnings per Share amounted to Php 3.120, just slightly above the amounts in 2010 of Php 3.198

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billion and Php 3.118, respectively. The Net Income margin for the quarter of 6.5%, however, was lower than the 7.1% registered last year, primarily due to lower Gross Profit margin, caused by raw material cost increases, partly offset by lower operating Expenses.

During the year, JFC made Php 6.0 billion in capital investments consisting of Php 4.0 billion in fixed assets, mostly in new stores and supply chain facilities; and Php 2.0 billion in projects related to the acquisition of new businesses. The Jollibee Group opened a total of 260 new stores in 2011, of which 167 were in the Philippines led by Mang Inasal with 86 new stores and Jollibee with 40. These store openings brought JFC's total network in the Philippines past the milestone of 2,000 restaurants. Abroad, JFC opened a total 93 new stores led by Yonghe King in China with 70 and Jollibee Vietnam with 11. It also built and started operating the Jollibee Food Processing in Anhui Province, China and its Research & Development Center in Shanghai, and began constructing its Distribution Center in Manila. In 2011, JFC made investments that were related to the following acquisitions: Chowking stores in the United States from their licensee, Burger King business in the Philippines, and SuperFoods business in Vietnam and other Southeast Asian countries.

The above Php 6.0 billion of capital investments were financed by a net bank borrowing of Php 1.4 billion and the balance Php 4.6 billion by its previous year's cash reserves and by cash generated from 2011 operations.

The JFC Group operates the Philippines' largest restaurant network. As of December 31, 2011 it was operating a total of 2,001 stores in the country: Jollibee brand 745, Chowking 391, Greenwich 205, Red Ribbon 208, Mang Inasal 429 and Burger King 23. Abroad, it was operating 468 stores: Yonghe King 265, Hong Zhuang Yuan 52, Jollibee 78 (US 27, Vietnam 31, Brunei 11, Jeddah 7, HongKong and Qatar, 1 each), Red Ribbon in the US 34, and Chowking 39 (US 19, Dubai 16, Indonesia 2 and Qatar 2), for a total of 2,469 stores worldwide.
