



JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building
10 Emerald Avenue, Ortigas Center, 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
AMENDED PRESS RELEASE
WITH CORRECTION ON COMMON & TREASURY SHARES
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

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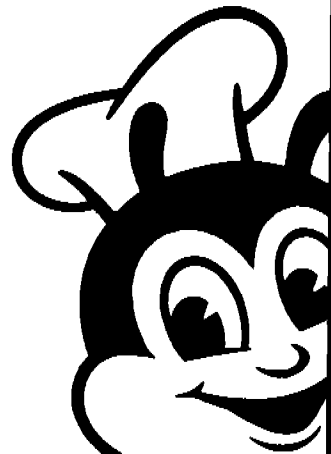
77487

S.E.C. Reg. No.

Central Receiving Unit

File Number

Document I.D.



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 **14 August 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 (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 | 1,043,087,476 |
| Treasury Shares: | 16,447,340 |

Note: Total outstanding common shares inclusive of 250,013 MSOP shares exercised by employee participants, to be deducted from the 1,500,000 MSOP shares (per PSE disclosure No. WLIST_2012000003918 dated March 8, 2012) lodged with Deutsche Regis Partner's Inc. last March 8, 2012. It also includes 1,403,193 ELTIP shares exercised by employee participants, to be deducted from the 1,875,762 shares (per PSE Disclosure No. WLIST_2012000007069 dated April 26, 2012) lodged also with Deutsche Regis Partner's Inc. on April 26, 2012

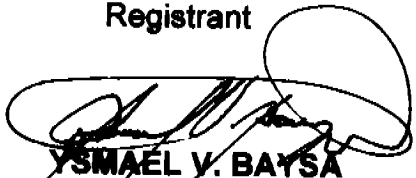
11. Other Events

**Please see attached Press Release regarding Jollibee Foods Corporation's
2nd Quarter Results.**

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
Vice President – Corporate Finance
and Chief Finance Officer


AGATHA OLGA DE JESUS
Corporate Counsel & CIO

THE JOLLIBEE GROUP OF COMPANIES
JFC Sales Up 12.1% in Quarter 2, Net Income Grows by 33.0%

**Metro Manila, Philippines, August 14, 2012 – Jollibee Foods Corporation (PSE: JFC) –
 Financial Results for the Quarter and Year to Date ended June 30, 2012**

Following are the highlights of the financial results of operations of Jollibee Foods Corporation and Subsidiaries for the second quarter and year to date ended June 30, 2012:

(Note: All references versus same period last year.)

| Financial Summary | Quarter 2 Ended June 30 | | | Year to Date Ended June 30 | | |
|-------------------------------------|----------------------------|--------|----------|-------------------------------|--------|----------|
| | 2012 | 2011 | % Change | 2012 | 2011 | % Change |
| System Wide Retail Sales | 22,949 | 20,463 | 12.1% | 44,503 | 39,206 | 13.5% |
| Revenues | 17,690 | 15,585 | 13.5% | 34,176 | 29,554 | 15.6% |
| Net Operating Income | 1,075 | 997 | 7.8% | 1,960 | 1,853 | 5.8% |
| Net Income | 944 | 715 | 32.0% | 1,626 | 1,345 | 20.9% |
| Net Income Attributable to Equity | | | | | | |
| Holders of the Parent Company | 921 | 693 | 33.0% | 1,594 | 1,314 | 21.2% |
| Earnings Per Common Share - Basic | 0.885 | 0.673 | 31.5% | 1.535 | 1.277 | 20.2% |
| Earnings Per Common Share - Diluted | 0.881 | 0.671 | 31.3% | 1.522 | 1.269 | 20.0% |

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

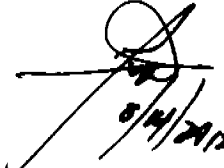
Jollibee Foods Corporation, the country's largest food service company, disclosed today that its System Wide Sales, a measure of all sales to consumers, both from company-owned and franchised stores grew by 12.1% in the second quarter compared to the same period in 2011. Of this growth rate, global store network expansion accounted for 5.0% while worldwide same store sales growth contributed 5.0%. The acquisition of San Pin Wang in Guangxi Province in March 2012 and the Burger King franchise in the Philippines in October, 2011 added 2.1% to the growth rate.

The Philippine business reported a 9.5% growth in system-wide sales while the foreign business increased by 24.7% with China growing by 30.9%, Southeast Asia and the Middle East business by 22.5% and the United States by 13.3%. The Jollibee Group opened a total of 91 new stores in the first half of 2012; 51 in the Philippines and 40 abroad.

For the first six months of the year, system wide sales rose by 13.5% while revenues which were mainly sales from company-owned stores and commissaries and royalties from franchised stores grew by 15.6%.

JFC generated a Net Operating Income of Php1.075 billion in the second quarter representing a growth of 7.8% versus year ago. Net Income Attributable to Equity Holders of the Parent increased by 33.0% due to lower financing costs and to tax savings. For the first six months of the year, Net Income Attributable to Equity Holders of the Parent amounted to Php1.594 billion, higher by 21.2% compared to the same period last year while basic earnings per share amounted to Php1.535, or 20.2% higher than in the same period last year.

JFC's profit after income tax margin improved from 4.6% of revenues in the second quarter of 2011 to 5.3% of revenues in the second quarter of 2012; and for the first six months of the year, from 4.6% of revenues in 2011 to 4.8% of revenues in 2012.


8/14/2012

JFC Chief Financial Officer Mr. Ysmael V. Baysa stated that healthy same store sales growth in most regions driven primarily by higher transaction count or volume of customers per store, cost improvement in support groups (General & Administrative Expenses in Corporate Offices) in the Philippines and in China, lower financing costs and tax savings were the factors that drove the significant growth in net income. He added that same store sales growth and higher cost of labor, rent and utilities remain as very important challenges in its businesses in China.

On rising world food commodity prices caused by severe drought in the US Midwest, Mr. Baysa stated that JFC has been closely watching the price trends particularly of corn, wheat, soybean and rice which had risen significantly, in the past two and half months based on the prices at the Chicago Board of Trade. Due to the long and complex supply chain and the use of local agricultural produce, however, the impact of these cost increases on JFC's chicken, beef, flour, vegetable oil and rice would be much less and with a lag time stretching as far as 6-8 months from the time of the price change in world trading.

In the past, such as in 2008, at the height of world food commodity price increases, Jollibee Foods Corporation gradually adjusted the selling prices of its products over a period of time to compensate for the cost increases.

Regarding the impact of the flooding in Metro Manila and nearby provinces brought by torrential rains on August 7 and 8, the number of stores in the JFC Group with reported damages represented about 1.0% of the national store network. Most have resumed normal operations. The impact from the combined disruptions in customer visits and store operations is estimated at about -2.0% on the normal national sales in the month of August, mostly coming from Metro Manila and North Luzon.

The JFC Group operates the Philippines' largest restaurant network. As of June 30, 2012, it was operating a total of 2,022 stores in the country: Jollibee brand 756, Chowking 385, Greenwich 201, Red Ribbon 207, Mang Inasal 448 and Burger King 25. Abroad, it was operating 524 stores: Yonghe King (China) 278, Hong Zhuang Yuan (China) 53, Jollibee 83 (US 27, Vietnam 34, Brunei 11, Jeddah 7, Qatar 2, HongKong and Kuwait, 1 each), Red Ribbon in the US 32, Chowking 39 (US 18, Dubai 16, Indonesia 2, Qatar 2 and Oman 1), Chow Fun (US) 3. San Pin Wang, JFC's new acquisition in China added 36 stores for a total of 2,546 stores worldwide.



Ysmael V. Baysa
8/1/12