



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 **15 April 2010**
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	1,033,101,519
Treasury Shares	16,447,340

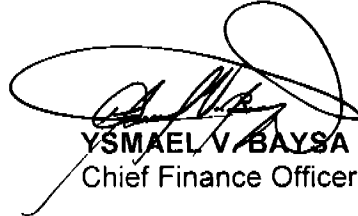
11. Item 9. Other Events

Please see attached press release.

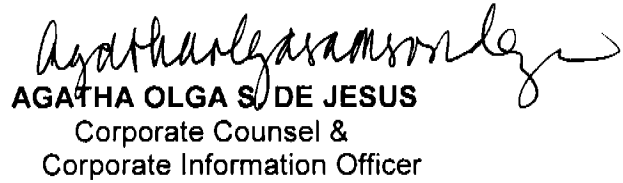
SIGNATURE

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 JOLLIBEE GROUP OF COMPANIES

Jollibee Reports 2009 Audited Financial Statements

**Metro Manila, Philippines, April 15, 2010 – Jollibee Foods Corporation (PSE: JFC)
– Audited Financial Results for the year ended December 31, 2009.**

Following are the highlights of JFC's results of operations in 2009 based on its audited consolidated financial statements. The audited consolidated financial statements differed only slightly from the unaudited financial statements as reported on February 18, 2010 (by less than 1.0% in net income, total revenues, and total assets).

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

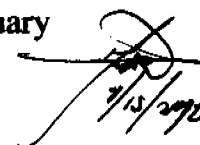
Financial Summary	YTD December		
	2009	2008	% Change
System-wide retail sales	63,729	58,163	9.6%
Net sales	45,344	41,374	9.6%
Revenues	47,958	43,892	9.3%
Net income	2,667	2,322	14.9%
Net income attributable to equity holders of the Parent	2,665	2,319	14.9%
Earning per common share - Basic	2.610	2.268	15.1%
Earning per common share - Diluted	2.581	2.253	14.6%

* Amounts in Php millions, except % change and per share data.

The Consolidated Net Sales of Jollibee Foods Corporation grew by 9.6% in 2009 over 2008's while Revenues rose by 9.3%. Net sales consist mainly of sales of company-owned stores to consumers and sales of commissary products to franchisees. Revenues included royalties from franchisees and other income in addition to net sales. System wide sales, a measure of all sales to consumers both from company-owned and franchised stores increased by 9.6% in 2009 over 2008's.

JFC's net income increased by 14.9% in 2009 to Php 2.667 billion while, basic earnings per share rose by 15.1% to Php 2.610 per share. Net income as a percent of revenues improved slightly from 5.3% in 2008 to 5.6% in 2009. Profit grew faster than sales due to improved gross profit margins resulting from declining raw material prices, greater efficiency in marketing expenditures and to closure of marginally performing stores.

Jollibee Foods Corporation Chairman and Chief Executive Officer Mr. Tony Tan Caktiong had given the following statement upon the disclosure of JFC's unaudited financial statements for 2009 on February



18, 2010: "In 2009, the company grew the business by almost 10%, achieved its profit target and exceeded its cash flow objective. The results were strong overall considering the stressed and changing economic conditions in markets where we do business."

The total assets of the company grew by 9.8% from Php 27.1 billion in 2008 to Php 29.7 billion in 2009 driven mainly by the increase of its cash. Net cash generated by operating activities increased by 44.2% in 2009 versus the amount made in 2008 due to profit growth and decline in working capital level.

In 2009, JFC spent Php 2.6 billion in capital expenditures- slightly lower than the amount spent in 2008 of Php 2.9 billion. It opened 168 new stores in 2009, versus 186 new stores opened in 2008.

JFC's Return on Equity (ROE) improved from 17.3% in 2008 to 17.5% in 2009 while its Earnings Before Income Taxes, Depreciation and Amortization (EBITDA) as a percent of Revenues increased from 11.2% in 2008 to 12.0% in 2009.

The JFC Group of Companies operates the Philippines' largest fast food network. As of March 31, 2010, it had a total of 1,569 stores in the country: Jollibee brand with 692, Chowking with 401, Greenwich with 227, Red Ribbon with 211, Delifrance with 24 and Manong Pepe's with 14. It was also operating 334 stores abroad: Yonghe King in the People's Republic of China with 165 stores, Jollibee 55 (mainly in the United States with 24, Vietnam with 14 and Brunei with 11) Red Ribbon 35, all in the US, Chowking 33 (mostly in the US with 17 and Dubai with 14) and Hong Zhuang Yuan 46 for a total of 1,903 stores worldwide.

Jollibee Foods Corporation declared a Php1.43 per share cash dividend on April 12, 2010 consisting of Php0.43 per share of regular cash dividend and Php1.00 per share of special cash dividend. This cash dividend will be given to stockholders of record as of May 7, 2010 and will be paid on June 3, 2010.

