



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

(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                   **8 April 2011**
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        [REDACTED]            (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>	1,035,098,347
<b>Treasury Shares</b>	16,447,340

*Note: Total outstanding common shares inclusive of 17,000 shares subject for listing. These represent shares purchased by employees in connection with JFC's Management Stock Option Program (MSOP).*

## 11. Other Events

Jollibee Foods Corporation ("JFC") announced that its wholly-owned subsidiary, Fresh N'Famous Foods, Inc. shall discontinue operating its Manong Pepe Karinderia business effective April 9, 2011. The move is part of JFC's plan to concentrate its resources in building larger quick-service restaurant businesses. Earlier in December 2010, JFC exited from its Delifrance Business and sold its Delifrance assets.

Manong Pepe Karinderia began operating as a new restaurant concept in 2007. It serves Filipino food at very low price points, aimed mainly at people in the work force in urban centers. As of today, there are 10 Manong Pepe stores operated by JFC all in Metro Manila, through its wholly-owned subsidiary, Fresh N'Famous Foods, Inc.

On November 22, 2010, Jollibee Foods Corporation acquired 70% of Mang Inasal Philippines, Inc. Mang Inasal serves Filipino cuisine with grilled chicken as its core product. Mang Inasal has grown to 345 stores as of December 31, 2010, and has been the fastest growing fast food chain in the country in the last 3 years. For now, JFC will concentrate on building the Mang Inasal Business. However, it will retain and maintain its "Manong Pepe" trademark and operating processes for potential use in the long-term. It also plans to convert existing Manong Pepe Karinderia stores to its other brands where the sites are suitable.

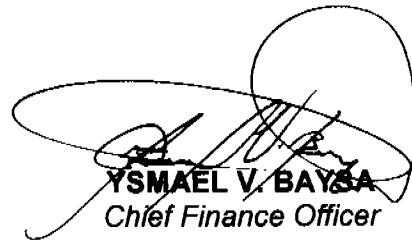
JFC's Chief Financial Officer, Mr. Ysmael V. Baysa, disclosed that the cessation of operations of Manong Pepe Karinderia will not have a material impact on JFC's profit.

JFC operates the largest food service network in the Philippines. As of December 31, 2010, it was operating a total of 1,921 stores in the country: Jollibee brand with 717, Chowking with 400, Greenwich with 223, Red Ribbon with 221, Manong Pepe Karinderia with 12, Caffe Ti-Amo with 3 and Mang Inasal with 345. It was also operating 395 stores abroad: Yonghe King in the People's Republic of China with 200 stores, Jollibee 67 (mainly in the United States with 26, Vietnam with 22 and Brunei with 11), Red Ribbon 38, all in the US, Chowking 38 (mostly in the US with 19 and Dubai with 15) and Hongzhuangyuan 52 for a total of 2,316 worldwide.

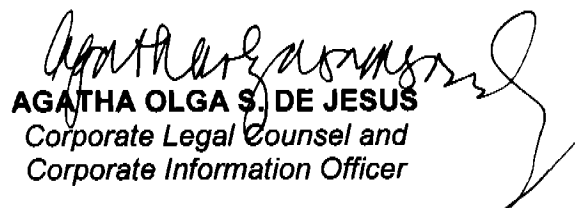
SIGNATURE

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**  
*Corporate Legal Counsel and  
Corporate Information Officer*