



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

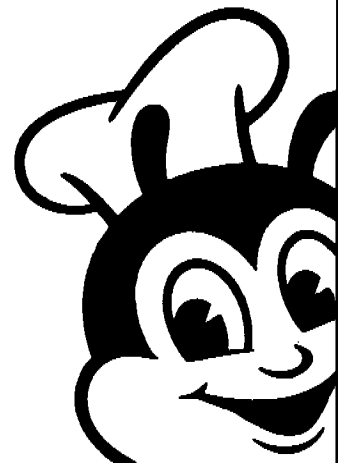
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DTU

**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           **31 March 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           **(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>	1,035,081,347
<b>Treasury Shares</b>	16,447,340

**Note:** Total outstanding common shares inclusive of 12,000 and 87,166 shares subject for listing. These represent shares purchased by employees in connection with JFC's Management Stock Option Program (MSOP) and Executive Long-Term Incentive Program (ELTIP).

## 11. Other Events

### **Jollibee Acquires Majority Stake in US Business**

Metro Manila, Philippines, March 31, 2011 - Jollibee Foods Corporation (PSE: JFC)

Jollibee Foods Corporation, through its wholly-owned subsidiary, Jollibee Worldwide Pte. Ltd. ("JWPL") acquired from Aspen Partners, LLC 2,400 shares in Chow Fun Holdings, LLC ("Chow Fun") for US\$3,240,000, bringing up its equity share in Chow Fun to 80.55%. JFC (through JWPL) had previously acquired in July 2008 a 12% equity share in Chow Fun for US\$950,000.

Chow Fun is the developer and owner of Jinja Bar and Bistro in New Mexico, USA. It presently has three restaurants in New Mexico, two in Albuquerque and one in Sant Fe. Jinja Bar and Bistro serves Asian cuisine adapted to Western preferences to mainstream American consumers.

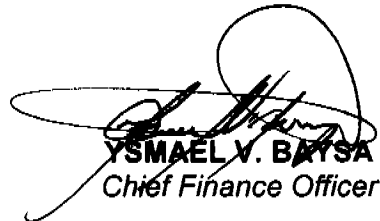
As previously disclosed, JFC's objective in this venture is to enhance its capability in developing Asian food restaurant concepts for the mainstream consumers in the United States as part of its long-term strategy.

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.

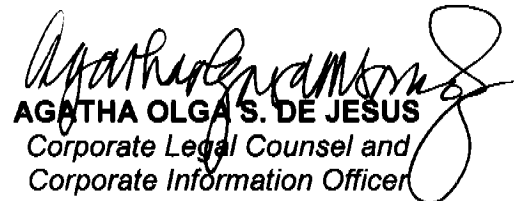
**SIGNATURE**

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*