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
Dividend Declaration

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C REG. No.

Central Receiving Unit

File Number

Document I.D.
1. Date of Report 10 November 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  1,034,848,197
    Treasury Shares  16,447,340
11. Item 9. Other Events

The board of directors of the Jollibee Foods Corporation approved in its meeting held on November 10, 2010 the declaration of a regular cash dividend of Php 0.57 and a special cash dividend of Php 0.25 per share for stockholders of record as of November 25, 2010. This will bring JFC’s regular cash dividend to a total of Php 1.00 per share in 2010, an increase of 17.6% over the regular cash dividend of Php 0.85 per share declared in 2009. Including the special cash dividend of Php 1.00 per share declared in May, 2010 and Php 0.25 per share declared today, JFC’s total cash dividend in 2010 will amount to Php 2.25 per share representing a 164.7% increase over the cash dividend declared in 2009.
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

ISMAEL V. BAYSAN
Chief Finance Officer &
Corporate Information Officer

AGATHA OLGA S. DE JESUS
Corporate Legal Counsel &
Corporate Information Officer
Information Officer
SECRETARY’S CERTIFICATE

1. WILLIAM TAN UNTIONG, Filipino, of legal age and with office address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the elected and qualified Corporate Secretary of JOLLIBEE FOODS CORPORATION (the “Corporation”), a corporation duly organized and existing under Philippine law, with business address at the 10th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, hereby certify on behalf of the Corporation that:

1. The following is a true and correct copy of the resolutions adopted and approved by the Executive Committee of the Board of Directors of the Corporation on November 10, 2010:

   RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2004 a regular cash dividend of PhP0.57 per common share and a special cash dividend to PhP0.25 (or a total of PhP0.82 per common share), due to all stockholders as of record as of November 25, 2010 (ex dividend date of November 22, 2010) and payable on December 21, 2010.

2. The above-mentioned resolutions have not been amended, modified or rescinded, and are in full force and effect as of the date hereof.

3. The foregoing statements are true and correct and in accordance with the records of the Company.

IN WITNESS WHEREOF, I have hereunto set my hand this __________ at Pasig City.

William Tan Untiong
Corporate Secretary

REPUBLIC OF THE PHILIPPINES

CITY OF PASIG

Before me, a notary public in and for the city named above, personally appeared Mr. William Tan Untiong with Community Tax Certificate No. 2003-273-003 issued on __________ at Pasig City who is personally known to me to be the same person who presented the foregoing instrument and signed the instrument in my presence, and who took on oath before me as to such instrument.

Witness my hand and seal this __________.

Agatha Olga B. De Jesus
Notary Public

UNTIL DECEMBER 31, 2010
Roll Of Attorneys No. 50939
IBP No. 810654 January 11, 2010 Pasig
Pty #5922235 January 11, 2010 Pasig