



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

(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 **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. BAYSA
Chief Finance Officer &
Corporate Information Officer



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

SECRETARY'S CERTIFICATE

I, 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 NOV 10 2010 at Pasig City.

WILLIAM TAN UNTIONG
Corporate Secretary
881# 03-3457418

REPUBLIC OF THE PHILIPPINES)
CITY OF PASIG) S.S.

Before me, a notary public in and for the city named above, personally appeared Mr. William Tan Untiong with Community Tax Certificate No. 81096250 issued on 2-1-10 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 NOV 10 2010

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Series of 2010

AGATHA OLGA S. DE JESUS
NOTARY PUBLIC
UNTIL DECEMBER 31, 2010
Roll Of Attorney's No. 50929
IBP # 810854 January 11, 2010 Pasig
PTR #5922285 January 11, 2010 Pasig