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
Cash Dividend Declaration
(Form Type)

__________________________
Amendment Designation (If applicable)

__________________________
(Secondary License Type and File Number)

__________________________
Cashier

__________________________
LCU

__________________________
DTU

77487
S.E.C REG. No.

__________________________
File Number

__________________________
Document I.D.

Jollibee Foods Corporation
5/F Jollibee Plaza, Emerald Avenue, Ortigas Center, Pasig 1605 Philippines
Trunk Line 63 2 634-1111
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 12 November 2013

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             | 1,050,091,187                    |
    | Treasury Shares    | 16,447,340                       |

Note: Total outstanding common shares inclusive of 2,548 MSOP shares subject for listing. These represent shares purchased by employee/s in connection with Management Stock Option Plan (MSOP). It also includes 623,004 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_201300032944 dated August 2, 2013) lodged with Deutsche Regis Partner’s Inc. on August 2, 2013, and 1,229,098 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 ELTIP shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner’s Inc. on July 9, 2012.

11. Other Events

   Jollibee Foods Corporation (JFC) announced that its Board of Directors approved today a regular cash dividend of P0.71 per share of common stock, which is 14.5% higher than the regular cash dividend paid in the same period last year. This will be distributed on December 16, 2013 to stockholders of record as of November 29, 2013.

   This brings the Company’s total regular cash dividends to P1.36 per share for the year 2013, representing a 13.3% increase over the total P1.20 per share dividends given last year.

   On August 6, 2013, JFC declared a special cash dividend of P2.00 per share, double the special cash dividend of P1.00 per share declared in 2012.
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. BAYSÁ
Vice President – Corporate Finance and Chief Finance Officer

AGATHA OLGA DE JÉSUS
Corporate Counsel & CIO

CASH DIVIDEND:

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASH</td>
<td>Php 0.71 per share</td>
</tr>
<tr>
<td>EX-DATE</td>
<td>November 26, 2013</td>
</tr>
<tr>
<td>RECORD DATE</td>
<td>November 29, 2013</td>
</tr>
<tr>
<td>PAYMENT DATE</td>
<td>December 16, 2013</td>
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SECRETARY’S CERTIFICATE

I, VALERIE FERIA AMANTE, Filipino, of legal age and with office address at the 14th Floor, Jollibee Plaza Bldg., Emerald Avenue, Pasig City, being the appointed Assistant 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 Board of Directors of the Corporation on November 12, 2013:

   RESOLVED, that Jollibee Foods Corporation declares out of its unrestricted retained earnings as of 2008, a cash dividend of P0.71 per common share, due to all stockholders of record as of November 29, 2013 (ex-dividend date of November 26, 2013) and payable on December 16, 2013.

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 Corporation.

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

\[Signature\]

VALERIE FERIA AMANTE
Assistant Corporate Secretary

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

Before me, a notary public in and for the city named above, personally appeared:

Name  Government ID

Valerie Feria Amante  SSS ID No. 071769247-1

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 __________ day of ________________.

\[Signature\]

ATTY. AGATHA OJRA S. DE JESUS
NOTARY PUBLIC

Until December 31, 2013

P.T.R No. 6406503 / Pasig City / January 2, 2013
IBP No. 914622 / RSM Chapter / January 5, 2013
Roll No. 90929
NOT BE. No. IV - 0005623 / Feb. 21, 2013