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
(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 29 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 |
    |--------------------|-----------------------------------------------|
    | Common             | 1,035,081,347                               |
    | Treasury Shares   | 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 Foods Corporation made the following announcements effective April 1, 2011 to support the expansion of its foreign business:

1. Michael Lee was appointed Country Managing Director, China replacing Mr. Thomas B. Allin.

Mr. Lee was previously President and Chief Executive Officer of RCS Food and Beverage Division for Greater China (China, HK, Macau, Taiwan) and was responsible for starting up and growing Dairy Queen and Papa John's Pizza in China.

2. Mr. Thomas B. Allin, currently Country Managing Director of the Company's China operations, will have an expanded responsibility over foreign markets serving mainstream consumers that will include initially China and Indonesia. Mr. Lee will report to Mr. Allin.
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

TSMAEL V. BAYSÁ
Chief Finance Officer

AGATHA OLGA S. DE JESÚS
Corporate Legal Counsel and
Corporate Information Officer