

Jollibee.

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

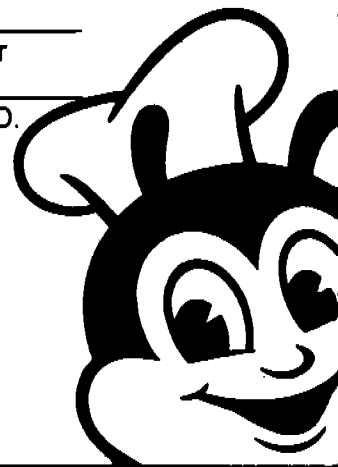
DTU

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.

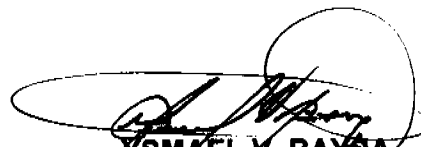
Mr. Lee was previously President and Chief Executive Officer of RCS Food and Beverage Division for Greater China (China, HK, Macau, Taiwan) and was responsible for starting up and growing Dairy Queen and Papa John's Pizza in China.

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



YSMAEL V. BAYSA
Chief Finance Officer



AGATHA OLGA S. DE JESUS
*Corporate Legal Counsel and
Corporate Information Officer*