

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

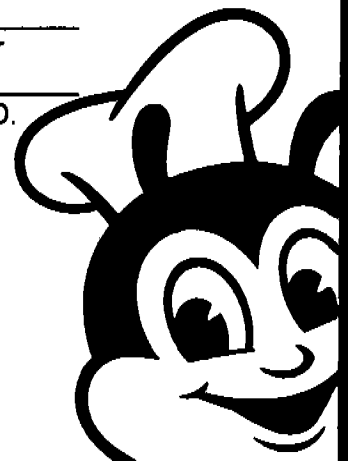
DTU

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 **21 January 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 ██████████ (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	1,034,982,181
Treasury Shares	16,447,340

11. Item 9. Other Events

Organizational Changes in Senior Management


Jollibee Foods Corporation disclosed today the organization changes in Senior Management that will be effective March 1, 2011:

1. Mr. Ernesto Tanmantiong, currently President, Jollibee Business Unit (Global) and Chief Operating Officer with responsibility over the Corporate Services Group, will assume additional responsibility for the Greenwich and Red Ribbon Business Units. The heads of these business units will report to Mr. Tanmantiong. Mr. Tanmantiong will continue to report to Mr. Tony Tan Caktiong, President and Chief Executive Officer of Jollibee Foods Corporation.
2. Mr. Fernando S. Yu, Jr., currently Head of Jollibee Regional Business Unit of Metro Manila South, will assume the new responsibility as President, Greenwich Business Unit.
3. Mr. Isaias P. Fermin, currently President of Chowking Philippines and concurrent Head of the Greenwich Business Unit will continue to be President of Chowking Philippines. Mr. Fermin will continue to report to Mr. Tony Tan Caktiong.

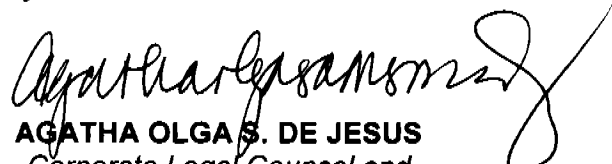
SIGNATURE

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*