



## SEC COVER SHEET

### JOLLIBEE FOODS CORPORATION

(Company's Full Name)

10/F Jollibee Plaza Building  
10 Emerald Avenue, Ortigas Center, 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 23-B  
Antonio Chua Poe Eng

(Form Type)

\_\_\_\_\_  
Amendment Designation (If applicable)

\_\_\_\_\_  
(Secondary License Type and File Number)

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

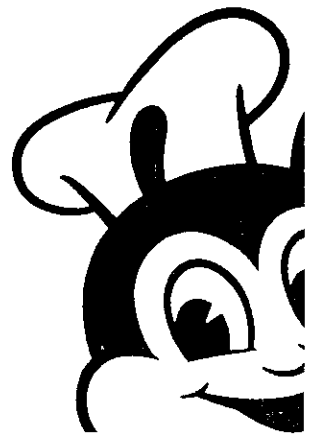
\_\_\_\_\_  
DTU

77487  
S.E.C. Reg. No.

\_\_\_\_\_  
Central Receiving Unit

\_\_\_\_\_  
File Number

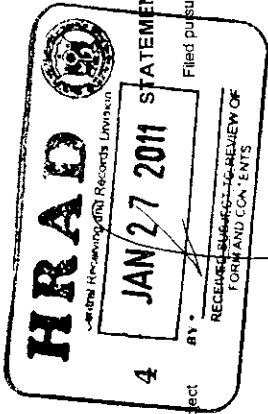
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Document I.D.



STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 23 of the Securities Regulation Code

Check box if no longer subject to filing requirement



1. Name and Address of Reporting Person <b>ANTONIO CHUA POE ENG</b> (Last) (First) (Middle) <b>26 FLICKER ST.</b> (Street) <b>QUEZON CITY PHILIPPINES</b> (City) (Province) (Postal Code)		2. Issuer Name and Trading Symbol <b>JOLLIBEE FOODS CORPORATION/JFC</b>		7. Relationship of Reporting Person to Issuer (Check all applicable)	
3. Tax Identification Number <b>103-912-044</b>		5. Statement for Month/Year <b>October-10</b>		(Specify below)	
4. Citizenship		6. If Amendment, Date of Original (Month/Year)			

Table 1 - Equity Securities Beneficially Owned

1. Class of Equity Security	2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)		Price	3. Amount of Securities Owned at End of Month		6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)		%	Number of Shares	
JFC-COMMON	10/14/2010	230	D	90.05	0.38%	3,917,692	thru Honeyworth Corp.
		20,000	D	90.00	0.38%	3,897,692	thru Honeyworth Corp.
		2,550	D	90.20	0.38%	3,895,142	thru Honeyworth Corp.
	10/15/2010	100	D	90.30	0.38%	3,895,042	thru Honeyworth Corp.
	10/18/2010	5,000	D	93.25	0.38%	3,890,042	thru Honeyworth Corp.
		5,000	D	93.50	0.38%	3,885,042	thru Honeyworth Corp.
		5,007	D	94.00	0.37%	3,880,035	thru Honeyworth Corp.
		5,000	D	99.00	0.37%	3,875,035	thru Honeyworth Corp.
		5,000	D	100.00	0.37%	3,870,035	thru Honeyworth Corp.
		12,990	D	97.00	0.37%	3,857,045	thru Honeyworth Corp.
	10/26/2010	3,600	D	93.25	0.37%	3,853,445	thru Honeyworth Corp.





e. If the filing is amended, does it reflect the fact that the reporting person has ceased to be the beneficial owner of more than five (5%) percent of the class of securities of the issuer on the date on which such beneficial ownership was reduced.

Item 5.

**Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer**

Describe any contract, arrangement, understanding or relationship among the person named in Item 2 and between such persons and any person with respect to any securities of the issuer, including but not limited to transfer or voting of any of the securities, finder's fees, joint ventures, loan or option arrangements, puts or calls, guarantees of profits, division of profits or loss, or the giving or withholding of proxies, naming the person with whom such contracts, arrangements, understandings or relationships have been entered into. Include such information for any of the securities that are pledged or otherwise subject to a contingency the occurrence of which would give another person voting power or investment power over such securities except that disclosure of standard default and similar provisions contained in loan agreements need not be included.

Item 6.

**Material to be Filed as Exhibits**

Copies of all written agreements, contracts, arrangements, understandings, plans or proposals relating to:

- a. the acquisition of issuer control, liquidation, sale of assets, merger, or change in business or corporate structure or any other matter as disclosed in item 3; and
- b. the transfer or voting of the securities, finder's fees, joint ventures, options, puts, calls, guarantees against losses or the giving or withholding of any proxy as disclosed in Item 5.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this Report is true, complete and accurate. This report is signed in the City of Pasig on \_\_\_\_\_.

(Signature of Reporting Person)



ANTONIO CHUA POE ENG / DIRECTOR