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-A (Fernando S. Yu, Jr.)
(Form Type)

Amendment Designation (If applicable)

(Secondary License Type and File Number)

Cashier

LCU

DTU

77487
S.E.C. Reg. No.

File Number

Central Receiving Unit

Document I.D.
**FORM 23-A**

**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

1. **Name and Address of Reporting Person**
   - YU FERNANDO, JR. SIY
   - Jollibee Plaza, Emerald Ave. Ortigas
   - Pasig City, Metro Manila

2. **Date of Event Requiring Statement**
   - 1-Mar-11

3. **Tax Identification Number**
   - 123-232-730

4. **Citizenship**
   - Filipino

5. **Issuer Name and Trading Symbol**
   - Jollibee Foods Corporation - JFC

6. **Relationship of Reporting Person to Issuer**
   - (Check all applicable)
     - Director
     - 10% Owner
     - Officer
     - Other

7. **If Amendment, Date of Original**
   - (Month/Day/Year)

**Table 1 - Equity Securities Beneficially Owned**

<table>
<thead>
<tr>
<th>Class of Equity Security</th>
<th>Amount of Securities Beneficially Owned</th>
<th>Ownership Form: Direct (D) or Indirect (I) *</th>
<th>Nature of Indirect Beneficial Ownership</th>
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Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.

(Print or Type Responses)

* (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
   - Voting power which includes the power to vote, or to direct the voting of, such security, and/or
   - Investment power which includes the power to dispose of, or to direct the disposition of, such security.

(2) A person will be deemed to have an indirect beneficial interest in any equity security which is:
   - (A) held by members of a person's immediate family sharing the same household;
   - (B) held by a partnership in which such person is a general partner;
   - (C) held by a corporation of which such person is a controlling shareholder; or
   - (D) subject to any contract, arrangement or understanding which gives such person voting power or investment power with respect to such security.
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<tr>
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<td>Exercisable Date</td>
<td>Title</td>
<td>Number of Shares</td>
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Explanation of Responses:

Intentional misstatements or omissions of facts constitute Criminal Violations under the RSA.

Note: File five (5) copies of this form, one of which must be manually signed. Attach additional sheets if space provided is insufficient.

1-Mar-11

FERNANDO

Date