

# Jollibee.

**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 (William Tan Untiong)**  
(Form Type)

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

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

\_\_\_\_\_  
Cashier

\_\_\_\_\_  
LCU

\_\_\_\_\_  
DTU

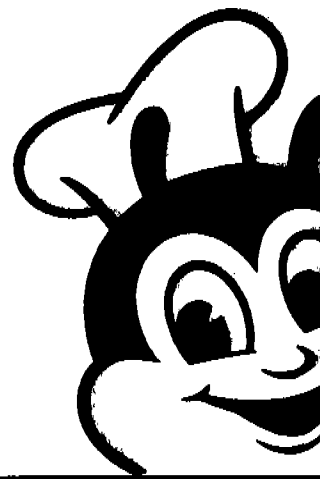
**77487**

S.E.C. Reg. No.

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

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

\_\_\_\_\_  
Document I.D.



**SECURITIES AND EXCHANGE COMMISSION**

Metro Manila, Philippines

**FORM 23-B**

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Check box if no longer subject to filing requirement  Filed pursuant to Section 23 of the Securities Regulation Code

1. Name and Address of Reporting Person  <b>TAN UNTIONG, WILLIAM</b> (Last) (First) (Middle) <b>10TH FLOOR JFC PLAZA 10 EMERALD</b> (Street) <b>AVE. ORTIGAS, PASIG CITY</b> (City) (Province) (Postal Code)	2. Issuer Name and Trading Symbol  <b>JOLLIBEE FOODS CORPORATION/JFC</b>	3. Tax Identification Number <b>111-391-779</b>	5. Statement for Month/Year <b>March-11</b>	7. Relationship of Reporting Person to Issuer (Check all applicable)  <b>DIRECTOR OFFICER</b>  <b>VP/DIRECTOR/CORPORATE SECRETARY</b>	6. Nature of Indirect Beneficial Ownership
		4. Citizenship <b>FILIPINO</b>	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)			3. Amount of Securities Owned at End of Month		6. Nature of Indirect Beneficial Ownership
		Amount	(A) or (D)	Price	%	Number of Shares	
<b>JFC-COMMON</b>	<b>3/10/2011</b>	<b>8,450</b>	<b>D</b>	<b>50.77</b>	<b>0.57%</b>	<b>5,947,055</b>	<b>D</b>
				<b>TOTAL</b>	<b>0.57%</b>	<b>5,947,055</b>	

(Print or Type Responses)

- Reminder: Report on a separate line for each class of equity securities beneficially owned directly or indirectly.
- (1) A person is directly or indirectly the beneficial owner of any equity security with respect to which he has or shares:
- (A) Voting power which includes the power to vote, or to direct the voting of, such security; and/or
  - (B) 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.

**FORM 23-B (continued)**

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., warrants, options, convertible securities)**

1. Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Yr)	4. Number of Derivative Securities Acquired (A) or Disposed of (D)		5. Date Exercisable and Expiration Date (Month/Day/Year)		6. Title and Amount of Underlying Securities		7. Price of Derivative Security	8. No. of Derivative Securities Beneficially Owned at End of Month	9. Ownership Form of Derivative Security: Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

Note: File three (3) copies of this form, one of which must be manually signed. Attach additional sheets if space provided is insufficient.

Date \_\_\_\_\_

e. If the filing is an amendment reflecting the fact that the reporting person has ceased to be the beneficial owner of more than five (5%) percent of the class of securities, state the date on which such beneficial ownership was reduced.

**Item 5. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer**

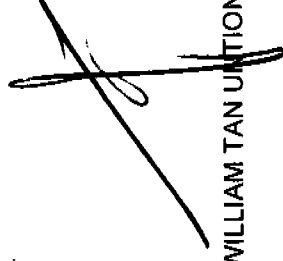
Describe any contract, arrangement, understanding or relationship among the person named in Item 2 and between such persons and any person with respect to any securities of the issue, including but not limited to transfer or voting of any of the securities, finder's fees, joint ventures, loan or option 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 MAR 14 2011



WILLIAM TAN UNTIONG/CORPORATE SECRETARY