



# 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

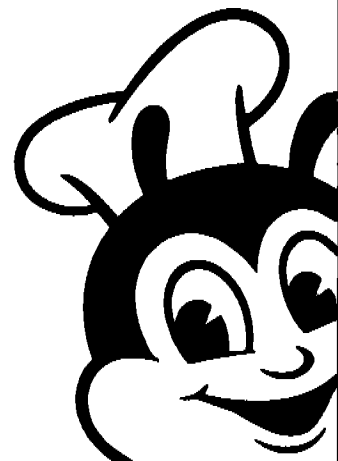
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77487  
S.E.C. Reg. No.

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Central Receiving Unit

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File Number

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Document I.D.



SECURITIES AND EXCHANGE COMMISSION  
Metro Manila, Philippines

FORM 23-B

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)		2. Issuer Name and Trading Symbol <b>JOLLIBEE FOODS CORPORATION/JFC</b>		7. Relationship of Reporting Person to Issuer (Check all applicable)  (specify below)			
3. Tax Identification Number <b>103-912-044</b>		5. Statement for Month/Year <b>October-10</b>					
4. Citizenship		6. If Amendment, Date of Original (Month/Year)					
3. Class of Equity Security <b>JFC-COMMON</b>		Table 1 - Equity Securities Beneficially Owned					
2. Transaction Date (Month/Day/Year)	4. Securities Acquired (A) or Disposed of (D)	Amount	(A) or (D)	Price	3. Amount of Securities Owned at End of Month %	4. Ownership Form (Direct (U) or indirect (I))	6. Name of Indirect Beneficial Ownership
10/14/2010	D	230	D	90.05	0.38%	I	thru Honeyworth Corp.
		20,000	D	90.00	0.38%	I	thru Honeyworth Corp.
		2,550	D	90.20	0.38%	I	thru Honeyworth Corp.
10/15/2010	D	100	D	90.30	0.38%	I	thru Honeyworth Corp.
10/18/2010	D	5,000	D	93.25	0.38%	I	thru Honeyworth Corp.
		5,000	D	93.50	0.38%	I	thru Honeyworth Corp.
		5,007	D	94.00	0.37%	I	thru Honeyworth Corp.
		5,000	D	99.00	0.37%	I	thru Honeyworth Corp.
		5,000	D	100.00	0.37%	I	thru Honeyworth Corp.
		12,990	D	97.00	0.37%	I	thru Honeyworth Corp.
10/26/2010	D	3,600	D	93.25	0.37%	I	thru Honeyworth Corp.

			24,070	D	93.00	0.37%	3,829,375	I	thru Honeyworth Corp.
	11/3/2010		35,730	D	90.50	0.37%	3,793,645	I	thru Honeyworth Corp.
	11/4/2010		4,300	D	91.50	0.37%	3,789,345	I	thru Honeyworth Corp.
			8,680	D	91.60	0.37%	3,780,665	I	thru Honeyworth Corp.
			61,320	D	91.55	0.36%	3,719,345	I	thru Honeyworth Corp.
			19,370	D	92.15	0.36%	3,699,975	I	thru Honeyworth Corp.
			500	D	92.30	0.36%	3,699,475	I	thru Honeyworth Corp.
			130	D	92.50	0.36%	3,699,345	I	thru Honeyworth Corp.
			30,000	D	93.00	0.35%	3,669,345	I	thru Honeyworth Corp.
	11/10/2010		5,000	D	95.00	0.35%	3,664,345	I	thru Honeyworth Corp.
	11/23/2010		20,000	D	90.00	0.35%	3,644,345	I	thru Honeyworth Corp.
	11/30/2010		20,000	A	78.00	0.35%	3,664,345	I	thru Honeyworth Corp.
	12/7/2010		5,000	D	89.30	0.35%	3,659,345	I	thru Honeyworth Corp.
			3,130	D	89.35	0.35%	3,656,215	I	thru Honeyworth Corp.
	12/8/2010		19,030	D	91.20	0.35%	3,637,185	I	thru Honeyworth Corp.
			32,000	D	91.00	0.35%	3,605,185	I	thru Honeyworth Corp.
			42,970	D	90.00	0.34%	3,562,215	I	thru Honeyworth Corp.
			3,000	D	90.10	0.34%	3,559,215	I	thru Honeyworth Corp.
			3,000	D	90.50	0.34%	3,556,215	I	thru Honeyworth Corp.
					TOTAL	0.34%	3,556,215		

(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

**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 as of End of Month	9. Ownership Form of Derivative Security: Direct (D) or Indirect (I) *	10. Nature of Indirect Beneficial Ownership
			Amount	(A) or (D)		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 of loans, 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 RGE ENG / DIRECTOR