

**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**  
**Appointment of New Officer**

(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                    **31 July 2008**
  
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            XXXXXXXXXX            (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
<b>Common</b>	<b>1,020,470,518</b>
<b>Treasury Shares</b>	<b>16,447,340</b>

Note: Total outstanding common shares inclusive of 76, 334 shares subject for listing. These represent shares purchased by employees in connection with JFC's Management Stock Option Program (MSOP).

11. Item 9. Other Events

**Effective July 31, 2008, Mr. Daniel Rafael Ramon Gomez was appointed Vice-President for Corporate Marketing.<sup>1</sup>**

**Likewise, Ms. Gina Navarrete, who assumed a special assignment on April 16, 2008, retired effective July 15, 2008. Ms. Navarrete was the former President of the Red Ribbon Business Unit.**


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<sup>1</sup> As previously disclosed, Ms. Marigold F. Tantoco is the Vice President of Jollibee Marketing and a member of the management committee of the Jollibee Business Unit.

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

  
**AGATHA OLGA S. DE JESUS**  
Corporate Counsel &  
Corporate Information Officer