



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
Press Release

(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 **16 August 2010**
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 [REDACTED] **(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
Common	1,034,511,729
Treasury Shares	16,447,340

11. Item 9. Other Events

Please see attached press release.

SIGNATURE

JOLLIBEE FOODS CORPORATION
Registrant



YSMAEL V. BAYBA
Chief Finance Officer &
Corporate Information Officer



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

THE JOLLIBEE GROUP OF COMPANIES
Jollibee Q2 Sales Up 10.6%, Operating Profit
Rises by 13.2%

Metro Manila, Philippines, August 16, 2010 – Jollibee Foods Corporation (PSE: JFC) – Financial Results for the quarter ended June 30, 2010

Following are the highlights of the financial results of operations of Jollibee Foods Corporation for the first six months and the 2nd quarter of 2010:

(Note: All references versus same period last year.)

Financial Summary	YTD June			Quarter 2		
	2010	2009	% Change	2010	2009	% Change
System Wide Retail Sales	33,910	30,956	9.5%	17,571	15,886	10.6%
Revenues	25,639	23,207	10.5%	13,357	11,870	12.5%
Net Operating Income	1,836	1,598	14.9%	980	866	13.2%
Net Income	1,435	1,308	9.8%	744	746	-0.2%
Net Income Attributable to Equity Holders of the Parent	1,433	1,308	9.6%	743	746	-0.3%
Earnings Per Common Share - Basic	1.403	1.273	10.2%	0.728	0.723	0.6%
Earnings Per Common Share - Diluted	1.395	1.272	9.7%	0.726	0.723	0.4%

* Amounts in PHP Millions, except % change and Per Share data.

The system-wide sales of the Jollibee Group of companies grew by 10.6% in the second quarter of 2010 over sales in the same period last year. System-wide sales measure all sales to consumers both from company-owned and franchised stores. The growth was driven by a 5.7% increase in store network and a 5.0% rise in sales of stores that were at least one year old. For the first six months of the year, sales increased by 9.5% versus sales in the same period of last year.

The Jollibee Group had opened a total of 88 stores in the first six months of the year, 45 in the Philippines and 43 abroad, mostly in China with 30 new stores.

Sales in the Philippines rose by 9.4% while those abroad increased by 16.8% led by China which grew by 22.5%, Vietnam by 99.3% and the Middle East Countries by 33.0%. Sales from foreign operations accounted for 17.0% of the Jollibee Group's worldwide sales in Quarter 2 of 2010.

Operating income rose by 13.2% in the second quarter of 2010 versus the same period last year. Net income, however, did not increase over last year's mainly due to foreign exchange losses in the second quarter of 2010.

JFC Chief Finance Officer Mr. Ysmael V. Baysa stated that the foreign exchange losses resulted from the exchange rate volatility in the second quarter. The exchange rates had since improved and the losses mostly eliminated in July, 2010. Jollibee Foods Corporation holds fixed income investments in various foreign currencies in anticipation of its investments abroad and payment of its obligations denominated in foreign currencies.

For the first six months of the year, revenues rose by 10.5% versus last year's, while net income grew by 9.8%. JFC achieved a 17.4% annualized return on equity in the first six months of 2010. Mr. Baysa stated that the company is looking forward to achieving double digit growth rates in sales and profit for the entire year 2010.

The Jollibee Group plans to open a total of 200 new stores in 2010; 100 in the Philippines and 100 abroad. Its store network will likely reach 2000 before the end of the year.

The JFC Group of Companies operates the Philippines' largest fast food network. As of June 30, 2010, it had a total of 1,584 stores in the country: Jollibee brand with 700, Chowking with 408, Greenwich with 223, Red Ribbon with 214, Delifrance with 24 and Manong Pepe's with 15. It was also operating 357 stores abroad: Yonghe King with 177 stores and Hong Zhuang Yuan with 49 stores both in the People's Republic of China; Jollibee 60 (mainly in the United States with 25, Vietnam with 17 and Brunei with 11) Red Ribbon 36, all in the US, Chowking 35 (mostly in the US with 18 and Dubai with 15) for a total of 1,941 stores worldwide.

On July 27, 2010- Jollibee Foods Corporation through its wholly owned subsidiary, Jollibee Worldwide, Pte. Ltd., entered into agreements to build a commissary in Shucheng County in the Province of Anhui in the People's Republic of China. The commissary will supply its restaurants in Shanghai, Beijing and Wuhan.

