



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

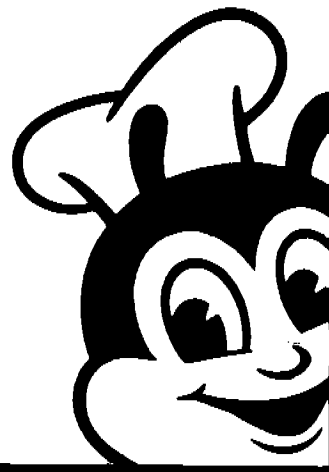
DTU

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 **May 15, 2013**
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 outstanding
Common	1,046,195,554
Treasury Shares:	
Common	16,447,340

Note: Total outstanding common shares inclusive of 215,540 MSOP shares exercised by employee participants, to be deducted from the 1,000,000 MSOP shares (per PSE disclosure No. WLIST_2012000017673 dated November 9, 2012) lodged with Deutsche Regis Partner's Inc. on November 9, 2012. It also includes 785,765 ELTIP shares exercised by employee participants, to be deducted from the 1,400,000 shares (per PSE Disclosure No. WLIST_2012000011273 dated July 9, 2012) lodged also with Deutsche Regis Partner's Inc. on July 9, 2012.

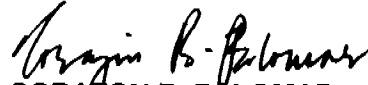
11. Other Events

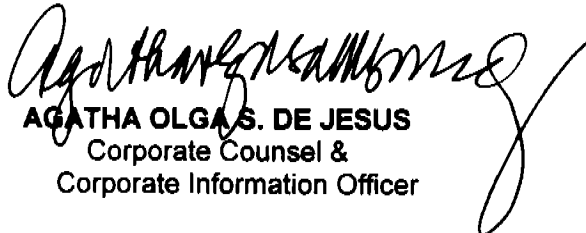
Please see attached press release.

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


CORAZON B. PALOMAR
Director – Investor Relations


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

Same store sales growth pertains to restaurants that were already open at least a year ago. It excludes sales growth from new store opening.

JFC Chief Financial Officer Mr. Ysmael V. Baysa disclosed that higher restaurant operating profit margins across businesses around the world drove operating income to a 32.9% growth. Gross profit margins increased from 16.2% in 2012 to 18.1% in 2013. The most significant profit improvement came from the Philippines and China.

Mr. Baysa also disclosed that JFC's capital expenditure budget for 2013 amounts to Php 5.5 billion, 73% of which is for investments in new stores and in renovations of existing stores. "Our planned network expansion in 2013, along with strong same store sales performance should enable us to achieve healthy sales growth both in the Philippines and abroad for the balance of the year," he stated.

The JFC Group operates the Philippines' largest restaurant network. As of March 31, 2013, it was operating a total of 2,090 stores in the country: Jollibee brand 783, Chowking 389, Greenwich 197, Red Ribbon 228, Mang Inasal 464 and Burger King 29. Abroad, it was operating 562 stores: Yonghe King (China) 306, Hong Zhuang Yuan (China) 46, Jollibee 94 (US 26, Vietnam 40, Brunei 13, Jeddah 9, Qatar 3, HongKong, Kuwait and Singapore 1 each), Red Ribbon in the US 31, Chowking 43 (US 19, Dubai 19, Indonesia 1, Qatar 3 and Oman 1), Chow Fun (US) 3. San Pin Wang, JFC's new acquisition in China added 39 stores for a total of 2,652 stores worldwide.

JFC also has a 50% interest in joint ventures for the following stores: Highlands Coffee (Vietnam, Philippines) 71, Pho 24 (Vietnam, Indonesia, Philippines, Japan) 65, and 12 Sabu (China) 3.

CEP
5/15/13