

# Jollibee®

**ONE OF THE FASTEST  
GROWING RESTAURANT BRANDS  
IN THE WORLD**

Asia Pacific  
Middle East  
North America  
Europe



## Jollibee Foods Corporation

Jollibee Foods Corporation (JFC) is one of the largest Asian restaurant companies in the world. JFC has a total store network of more than 5,800 worldwide. In the Philippines, it operates more than 3,200 outlets under the brands Jollibee, Chowking, Greenwich, Red Ribbon, Mang Inasal, Burger King, PHO24 and Panda Express. Abroad, JFC operates more than 2,600 outlets under the brands Jollibee (US, Canada, Vietnam, Hong Kong, Macau, Singapore, Brunei, Malaysia, UAE, Kuwait, KSA, Qatar, Oman, Bahrain, Guam, Italy and UK), Chowking (US, UAE, Kuwait, KSA, Qatar and Oman), Yonghe King (China), Hong Zhuang Yuan (China), Dunkin' Donuts (China), Tim Ho Wan (China), Red Ribbon (US), Highlands Coffee (Vietnam), PHO24 (Vietnam, Indonesia), Hard Rock Cafe (Vietnam), Smashburger (US) and CBTL. Over the years, JFC has grown brands that bring delightful dining experience to its customers worldwide, "Spreading the joy of eating to everyone".

## Franchise Commercial Terms

**Franchise Outlet Fee:** USD 30,000 per store  
**Territory Fee:** To be discussed depending on territory  
**Estimated Investment Cost:** USD 450,000 - 1,200,000 per store (depending on country, store model and store size)  
**Royalty:** 5%

**Marketing Fund:** 3%  
**Franchise Term:** 5 - 10 years  
**Size of Store Outlets:** 200 - 500 sqm floor area (depending on store model)  
**Priority Markets:** UK, Italy, Spain, Australia, Japan, Myanmar, Indonesia



# SPREAD THE JOY OF EATING



Jollibee is a bustling network of more than 1,400 restaurants worldwide that adheres to the highest standards of food quality, service and cleanliness for over 40 years.

Jollibee brings every member of the family together over delicious food to create enjoyment from life's simple pleasures everyday.

Jollibee offers great-tasting, high quality and affordable meals that are everyday delicious. Jollibee's price points are very affordable which makes eating out easy on the pocket. This entices customers to come back on a daily basis.

Products are also adapted to local taste. Jollibee combines western food concepts with preferred local profile, making sure that the taste suits the palate.



# CHICKEN, BURGERS & SPAGHETTI

Jollibee serves the crispiest, juiciest, next-level tasty fried chicken aptly called "Chickenjoy" that is hand-breaded with a thin delicate coating for extreme crispiness, cooked with precision for maximum juiciness, and marinated to the bone for next-level flavor.

The Yumburger is Jollibee's take on the classic burger, made with 100% pure beef and drizzled in a 40-year perfected burger sauce.

Jollibee's trademark spaghetti with a signature sweet-style sauce loaded with chunky slices of beef sausage and a generous sprinkle of cheese.





## THE JOLLIBEE EXPERIENCE

Jollibee is driven to serve the best of its global expertise and its 40 years of service excellence. Aside from offering great tasting food and excellent service, Jollibee provides modern and comfortable environments, making its restaurants a bonding place for every member of the family. Its restaurant staff are committed to deliver efficient, warm, and sincere service to customers.







## CONTACT US

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