



PhilConGen and Jollibee Celebrate Story of Success in North America



Participants of the ribbon-cutting ceremony: (from left to right) Red Ribbon Business Unit Head Agnes Briones, City of West Covina Mayor Pro Tem Tony Wu, Consul General of the Philippine Consulate of Los Angeles Adelio Angelito Cruz, Jollibee, President of JFC Philippine Brands Group - North America Beth Dela Cruz, City of West Covina Mayor Lloyd Johnson, Chowking Business Unit Head Rey Viguilla, and JFC Philippine Brands Group - North America Human Resources Director Josephine Esmundo

29 November 2019, Los Angeles – The Philippine Consulate General took pride in joining Jollibee Foods Corporation (JFC) in inaugurating the latter’s North America Support Headquarters in West Covina, CA on 19 November 2019.

The new headquarter, located in a 13-story building around off Interstate 10, marks a milestone for the company and its conglomerate of Filipino brand fast food chains namely, Chowking and Red Ribbon. According to the President of JFC Philippine Brands Group – North America, Ms. Beth dela Cruz, the establishment intends to centralize and expand the company’s operations in North America with the goal to open 250 stores in the U.S. and Canada by 2023.

“I joined the team in North America when Jollibee was a small, struggling brand. There were years of uncertainties and we almost packed our bags...I hope that this story of warehouse to penthouse will inspire people,” Ms. dela Cruz added.

During the ribbon-cutting ceremony, Consul General Adelio Angelito S. Cruz expressed his felicitations to Jollibee’s top-level management as well his appreciation for the support and warm welcome extended by the officials of the city of West Covina to the JFC Philippine Brands Group. “This office is a proof that a Philippine brand could successfully penetrate the international market,” he said in a group conversation with Jollibee officials.

The Jollibee mascot entertained the guests following a “food-toasting” ceremony, a Jollibee version of a wine toast, where guests were invited to a toast each other with a Jollibee, Chowking or Red Ribbon product, instead of the traditional wine. (Photo below)



Consul General Cruz was accompanied by Deputy Consul General Ambrosio Brian F. Enciso III, Political and Economic Officer Consul Rea G. Oreta and Information Officer Mary Grace Leaño. (2nd Photo right)

In 1998, Jollibee opened its first store in Daly City, California. Currently, it has 46 stores across the region, in the states of California, Florida, Hawaii, Illinois, Nevada, New Jersey, New York, Texas, Washington, and Virginia of the United States, and in Manitoba, Ontario, and Alberta in Canada.

Jollibee was also awarded as Multinational Corporation of the Year by the Asian Business League of Southern California in 2017. It has also been cited by Technomic as among its Top 500 ranking restaurants in the United States. END.