

The background is a vibrant red color. Scattered across the page are several abstract, low-poly geometric shapes. Some are in shades of purple and dark blue, while others are in shades of orange and brown. These shapes vary in size and orientation, creating a dynamic and modern aesthetic.

# Jollibee<sup>®</sup>

London February 2021

# JOLLIBEE INVESTS £50 MILLION TO GROW BRAND ACROSS EUROPE



- Jollibee is investing over £30 million in the UK and £20 million in Europe; creating over 2,000 new jobs and helping to rejuvenate high streets across the region.
- Jollibee plans to open 50 restaurants across the UK, Italy and Spain by 2025.
- Jollibee's flagship location in Europe will open this year in Leicester Square, London, with plans to open a further seven stores including Edinburgh, Cardiff and Madrid.
- The company has already sold nearly three million pieces of chicken to the British people in Earl's Court, Liverpool and Leicester.
- The new store design is based on a customer-first approach, drawing on the brand's Filipino heritage while adapting to a British audience.



# JOLLIBEE TO OPEN 50 RESTAURANTS BY 2025



**Jollibee**, the home of Asia’s favourite fried chicken, today announces ambitious growth plans across Europe, investing over £50 million in the region. Supported by a new store design concept, Jollibee will next open a restaurant in Leicester Square, London, the flagship location in the UK. This will be followed by another seven store launches before the end of the year.

The restaurant chain, founded in the Philippines in 1978, is helping to rejuvenate British high streets across the country. In 2020, Jollibee opened restaurants in Liverpool and Leicester, providing nearly 100 new jobs during the COVID-19 pandemic.

Jollibee is on track to open 50 stores across its existing markets in Europe by the end of 2025, including the first restaurant in Spain which will open later this year in Madrid.

**“Jollibee is dedicated to growing the brand here in the UK and across Europe. Investing £50 million proves our commitment to become a major player in the quick service industry here. We adapted our approach to appeal to a young British demographic which meant building a premium, inviting space with a touch of our distinctive Asian heritage. The pandemic may have been a setback, but it will not deter us from pursuing our vision for Jollibee in the UK and the rest of Europe.”**

Dennis Flores  
President, Regional Business Head  
(Europe, Middle East, Asia, Australia)



# AN UPBEAT ASIAN TWIST



**“We know from our research that the overall dining experience is just as important as the quality of our food. So, while we pride ourselves on our delicious menu, we knew we could do more to enhance the overall restaurant experience for our UK customers. Jollibee is a place of joy across the world and so the ‘upbeat’ part of our restaurant branding was crucial to get right. It is supposed to be light-hearted, fun and built on the idea of community spirit. Across the business the customer always comes first, a value we are extremely proud of here in the Philippines and one which guides us in every new market.”**

William Tan Untiong

Chief Real Estate Officer, Jollibee Foods Corporation

Within the competitive UK market, **Jollibee** is looking to stand out in order to engage with the British audience, especially among 20–30-year-olds who expect a lot more than the traditional fast-food experience.

**Jollibee’s** research shows this younger generation of food lovers are craving new experiences and searching for shareable and authentic moments, all while looking for convenience and value for money.



# REDESIGNING A LOVED FILIPINO BRAND FOR THE UK

The image shows the interior of a Jollibee restaurant. The design is modern and warm, featuring extensive use of light-colored wood. On the left, there's a wooden frame structure that could be a staircase or a partition. In the center, a long wooden bar is lined with high-top stools. To the right, a kitchen area is visible with shelves holding various items. The ceiling has exposed pipes and modern lighting fixtures, including purple pendant lights. Large windows on the right side offer a view of the outside. The overall atmosphere is clean, bright, and inviting.

While many of the brand's loyal supporters are Filipinos around the world, an increasing majority of customers are now the locals in the countries where **Jollibee** is present. In the UK, the company identified this opportunity to appeal to the local British audience which meant enhancing **Jollibee's** Filipino heritage in the restaurant design, layout and premium customer service proposition. Local British people now account for over 70% of customers in **Jollibee's** stores in Leicester and Liverpool.

**“We needed to ensure we did not alienate anyone, especially the Filipino community who have been supporting us globally for over 40 years. We had to balance building something new, exciting and attention-grabbing for those who don't know us yet, while still engaging with our existing fans. It's been a really exciting project for our entire team to be part of.”**

Adam Parkinson,  
Market Head of Europe



# LEADING THE POST-COVID QUICK-SERVICE RESTAURANT MARKET

The image shows the interior of a Jollibee restaurant. The space is bright and modern, featuring a mix of wooden and metal furniture. There are several long wooden tables with blue and white checkered tablecloths, and several round wooden tables with black metal legs. The chairs are a combination of wooden and black metal. The walls are painted in vibrant colors, including teal, pink, and blue, with a mural of a sunset or sunrise. The ceiling is a dark teal color with exposed wooden beams and track lighting. The overall atmosphere is clean, bright, and inviting.

COVID restrictions in the UK have impacted the business, with unpredictability being a major problem. Jollibee has remained flexible throughout and made changes to the redesign including external pick-up areas to encourage take-aways and contactless kiosks. Creating a community space has still remained a priority, with Jollibee investing in the long-term needs of British consumers.

Jollibee wants to lead the post-COVID quick-service restaurant industry.

**“Community spirit and hospitality are central to both Jollibee as a brand and the Filipino culture.**

**When restrictions are lifted, we know our customers will want to return to their normal social lives, and restaurants play a key role in that. As we grow, we are simultaneously investing in technology while ensuring we never lose the friendly customer service that Jollibee is known for.**

**Ultimately, we are committed to creating a great place for our customers to spend time with loved ones - something the whole country is craving right now.”**

Adam Parkinson,  
Market Head of Europe



# A SMALL FAMILY BUSINESS TO FAST-FOOD POWERHOUSE

The image shows the interior of a Jollibee restaurant. The space is bright and modern, featuring a mix of wooden and metal furniture. In the foreground, there are several tables with chairs, some of which have Jollibee-branded items on them. A prominent feature is a long wooden table with a red and white patterned top. The background shows a counter area with a menu board and a staff member. The ceiling is high with exposed ductwork and several purple pendant lights hanging from it. Large windows on the right side provide natural light. The overall atmosphere is clean and inviting.

## About Jollibee

**Jollibee** is a much-loved restaurant chain, founded in 1978 by Tony Tan Caktiong in the Philippines and is now the market leader in the country's restaurant industry, with 1,466 locations around the world. The restaurant opened its first store in the UK back in 2018 in Earl's Court, London, followed by two restaurants in Liverpool and Leicester which opened in 2020. **Jollibee** Foods Corporation (JFC) also owns other brands including The Coffee Bean and Tea Leaf, Smashburger, Chowking, Mang Inasal, Greenwich Pizza and Red Ribbon. The company also owns the franchise for Burger King Philippines.