



# Jollibee opens in National City

## Fastfood phenomenon takes San Diego by storm



*Ceremonial ribbon-cutting: (l-r) Jollibee So. California Regional Manager Melvin Claros, 50th District Congressman Bob Filner, Mrs. Philippine Faire Nita Manning, National City Mayor George Waters, Jollibee Director for Development Arnie Balague, Jollibee VP US Operations Noli P. Tingzon, Miss National City Kathleen Daen, and National City Councilman Ron Morrison.*



*Eager diners trooped to the Jollibee store at 1401 East Plaza Boulevard. The store has both dine-in and drive-thru facilities for fast and convenient service.*

"We've been waiting a long time for this!"

Mrs. Aurora Cudal, former COPAO chair, gushed as she enjoyed a Chickenjoy.

She was expressing the sentiments of Filipino Americans in San Diego who trooped to the first Jollibee store in the county.

The store, which opened on July 9, is the 7th Jollibee in the continental United States. It is located right where the action is for the Filipino-American community - at 1401 East Plaza Boulevard in National City.

On July 7th, Saturday, a ribbon-cutting ceremony, blessing and luncheon reception was held at the store.

Guests of honor at the event were Philippine Consul General Edwin Bael, National City Mayor George Waters and Congressman Bob Filner. Mayor Waters and Congressman Filner

officialiated at the ribbon-cutting, along with Councilman Ron Morrison and Edith Hughes, CEO of the National City Chamber of Commerce.

Consul General Bael caught up with the reception after attending to a heavy community schedule in Los Angeles.

Representing Jollibee were Noli P. Tingzon, Vice President for US Operations, Arnie Balague, Director for Development, and Melvin Claros, Southern California Regional Manager.

San Diego Fil-Am community leaders and members of media also attended the event.

According to Mayor Waters, "The entry of Jollibee in National City is a welcome development, in view of the large Filipino community in the city."

The ribbon-cutting ceremony and the grand opening attracted the mainstream



media as well. TV news teams of Channels 8, 9 and 10 in San Diego covered the two events.

Jollibee is considered a phenomenon both in the fastfood industry and on the Asian business scene.

As the dominant fastfood chain, it has been named top Philippine firm by Far Eastern Economic Review for three consecutive years. This year, Jollibee has been ranked third in Asia, just behind Microsoft and General Electric.

Worldwide, Jollibee has over 400 branches, including Guam, Saipan, Hong Kong, Brunei and Indonesia.

Jollibee's expansion in the U.S. is being accelerated in view of the enthusiastic response of both Filipino-American and mainstream diners.

Jollibee is opening its 8th US store in downtown San Francisco, at the corner of 4th Street and Howard, across the street from Moscone Center.

This is expected to attract mainstream customers. At all Jollibee stores, the percentage of mainstream diners is steadily growing, indicating greater acceptance of Jollibee among them.

More stores are planned for next year across the U.S.