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Jollibee all set to open 15 new stores in Singapore, enter Indonesian market by 2019

28 November 2017 | News

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"We are happy with our Singapore business. Our continuing investment in Singapore is testament to the belief in the brand," said Mr Dennis Flores, Jollibee president and head of international business (Europe, Middle East, Asia and Australia).

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Jollibee opened its first store in March 2013 on the sixth floor of Lucky Plaza. While Filipinos flocked to it, resulting in queues that spilled outside the store, few Singaporeans went there.

Since then, Jollibee has picked locations that are more accessible to Singaporeans.

The huge fast-food company controls more than half of the Philippinesâ?? US$4 billion (S$5.4 billion) market with its signature fried chicken.