

Jollibee Group inaugurates VisMin Commissary in Philippines to support regional expansion

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The Jollibee Group has officially inaugurated its newest and largest commissary in the Visayas and Mindanao region, unveiling a state-of-the-art manufacturing and logistics facility in Danao City aimed at supporting the company's accelerating expansion across the Philippines.

The inauguration was attended by senior national and local government officials, including Department of Trade and Industry Secretary Cristina Roque, Cebu Governor Pamela Baricuatro, Cebu Provincial Administrator Ace Durano, Danao City Mayor Nito Durano and Vice Mayor Carmen Durano.

The Danao facility marks the Group's fourth commissary in Cebu and its first multi-brand, state-of-the-art commissary in the Philippines. The investment comes amid strong economic momentum in VisMin, driven by a rebound in tourism, the growth of business process outsourcing hubs, expanding agribusiness exports and the rise of manufacturing clusters, all of which are fuelling employment, consumer spending and foodservice demand across the region.

Equipped with advanced automation and integrated production systems, the commissary is designed to meet rising demand across multiple Jollibee Group brands while delivering operational efficiencies through consolidated equipment and shared production capabilities. The facility will enable the Group to scale operations while maintaining its standards for food quality, consistency and operational excellence.

The Danao Commissary will supply key ingredients and products for the Group's major brands, including Jollibee, Chowking, Mang Inasal, Greenwich, Red Ribbon and Burger King. These brands continue to expand their store networks across VisMin while sustaining same-store sales growth.

The new facility also strengthens the Group's national supply chain, supporting distribution centres serving Cebu, Iloilo, Bacolod, Zamboanga, Cagayan de Oro and Davao, as well as selected areas in Luzon. The expanded network is expected to enhance reliability and scalability as the company accelerates its nationwide rollout.

The Danao commissary is positioned to play a central role in the Group's long-term manufacturing and logistics strategy, reinforcing its ability to support growth in one of the country's fastest-developing regions.