

# Jollibee opens at Carson's South Bay Pavilion

by FE P. KOONS

CARSON—Jollibee, the leading fastfood chain in the Philippines with 600 stores and over 30 internationally, opened its second food service store in Carson at the South Bay Pavilion Sept. 18.

Carson Chamber of Commerce president Creasie Adams of AT&T, Philippine Consul General Mary Ann Aragon, former Mayor Protempore Julie Ruiz Raber, Maribeth dela Cruz, general manager of Jollibee Corporation, Commissioner Wilma Wilson, and Cheryl Roberts of the South Bay Pavilion, and former Carson Mayor Gil Smith cut the ceremonial ribbon at the event.

Carson Mayor Jim Dear and

councilmember Elito Santarina awarded a certificate of recognition to Jollibee represented by general manager Maribeth dela Cruz. Dear congratulated Jollibee for setting up another outlet in Carson. He said that Jollibee which is a very successful corporation in the Philippines is most welcome in the South Bay Pavilion with many national chain stores.

Councilmember Santarina added that Jollibee's opening was a star-studded event because the businesses through the Chamber of Commerce, community leaders and City Council support Jollibee. Philippine Consul General Mary Jo Aragon expressed her gratitude for the support of the businesses

in Carson. "Despite the economic slow down in the nation, Jollibee is still here opening another food chain with Red Ribbon bakeshop. We can see the good business acumen of the Filipinos," Aragon said. Maribeth dela Cruz, general manager of Jollibee USA said that she is greatly impressed by the City of Carson will its full support of the opening of the new Jollibee. She said that the Jollibee in the Pavilion is its 19th store in California.

"We thank the Carson Chamber of Commerce and its dynamism in encouraging new business in the city. We are privileged to have everyone here. I would like to thank Cheryl Roberts of the Pavilion who helped us," dela Cruz said. Mayor Jim Dear cut the huge yum-burger made by the Jollibee staff, which had ten pounds of beef patties, 38 cheese slices, 38 tomatoes and two big heads of lettuce.

Jollibee began as a two-branch ice cream parlor in 1975 offering hot meals and sandwiches became incorporated in 1978 with seven outlets to explore the possibilities of a hamburger concept. Jollibee began its landmark as a dynamic fastfood burger chain. In 1984, Jollibee hit the P500 million sales mark, landing in the Top 500 Philippine Corporations. In 1987, barely 10 years in the business, Jollibee landed into the

country's Top 100 Corporations. It became the first Philippine fast food chain to break the P1 billion sales mark in 1989. In 1993, Jollibee became the first food service company to be listed in the Philippine Stock Exchange; thus broadening its capitalization and laying the groundwork for sustained expansion locally and beyond the Philippines.

From a handful of stores 32 years ago, Jollibee now boasts of 600 stores and over 30 international stores in Saudi Arabia, Brunei, China, Hong Kong, and the United States. Jollibee acquired Greenwich Pizza in the Philippines in 1994. A year later, the company obtained the franchise of Delifrance, an international food company. These moves expanded Jollibee's penetration in the pizza-pasta and French café-bakery segments.

In 2000, the strategic acquisition of Chowking solidified the company's position as the dominant leader. The Jollibee at the South Bay Pavilion shares the store with Red Ribbon Bakeshop with its famous mango and ube cake. ■



Grand Opening of the 19th Jollibee store in Southbay Pavillion in Carson City. Ribbon cutting headed by Consul General Mary Jo Aragon with Carson City officials and members of Carson City Chamber of Commerce, and Management and Staff of Jollibee.



From left: Carson City Council member Elito Santarina, Carson City Mayor Jim Dear, Jollibee General Manager Maribeth dela Cruz, Jollibee Area Manager Merle Caleon, Jollibee mascot The Bee, and Jollibee Store Manager Alvin Turrecha during the Grand opening ceremony last Thursday Sept. 18, 2008 at Southbay Pavillion in Carson City.



From left: Jollibee General Manager Maribeth dela Cruz, with former Carson City Mayor Gil Smith and Red Ribbon Branding Manager Theresa de Castro.



Consul General Mary Jo Aragon (left) with Carson City Mayor Jim Dear as they prepare to cut the giant Yum-burger from Jollibee.



Fr. Thomas Asia of St. Philomena Church officiating the Blessing of Jollibee and Red Ribbon store in Southbay Pavilion Carson City.

AJ Press Photos by Marie Piring

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## 99 Ranch Market raffle winners picked

ROWLAND HEIGHTS—Wei Yu-Li Yin of Diamond Bar was the winner of the 2008 Lexus Hybrid sports utility vehicle, the Grand Prize in the 99 Ranch Market Prizes Giveaway Raffle held here last Sept. 13. The prizes, totaling more than 100, included the Lexus SUV, two giant-screen LCD television sets; Vacation Packages to Japan and to China; and two Apple 3G I-Phones, and other giveaways.

Lavinia Trac of Rosemead won First Prize, a 57-inch LCD TV set; Nga My Tran won the Second Prize, 47-inch LCD TV set; and Cindy Lin of Hawthorne walked away with the Third Prize, a Vacation Tour Package to Japan; and John Li of El Monte, won the other Vacation Package Tour to China.

Lynn Lin of Brea and Vicky Mariano of Downey both won an Apple 3G I-Phone each.

David Thai, executive vice president of 99 Ranch Markets, drew the stub for the Grand Prize, and witnessed by Robert T. Chang of Robert Chang Accountancy Corp., and Jennifer Tsao, 99 Ranch Market Promotion and Public Relations Manager.

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99 Ranch Market officials on Sept. 13 picked the winners in the 2008 Grand Prize Giveaway during an entertainment-affle drawing program held at the lobby of the Rowland Heights 99 Ranch Market. In photo (from left) are host Aaron, Robert T. Chang of Robert Chang Accountancy Corp.; Jennifer Tsao, Promotion and Public Relations Manager; David Thai, Executive Vice President; and host Belle.

AJ Press Photo by Rene Villaroman

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## Comedy King Dolphy in concert...

From PAGE B2 will rise to become Dolphy, King of Comedy.

It was the late Fernando Poe, Sr., who first paved the way and gave him a break in films playing bit roles as a character actor. Not long after, Dolphy's comic talents broke out in the hit movies *Jack en Jill* and *Facifica Falayfay*.

He went on to make more comedy hits alongside fellow comics Pugo, Tugo, Babalu, Panchito, Ike Luzada and German Moreno. To date, Dolphy has starred in over 200 movies and hasn't stopped since. His most recent project was this year's *Dobol Trobol: Get Redi 2 Rambol*, his first team-up with another legendary comedian and Box Office King, Vic Sotto.

Ablly supporting Dolphy in his concert celebration is long-time partner and versatile singer-actress and recording artist Zsa Zsa Padilla, with his children Eric Quizon, Jeffrey Quizon, Vandolph and Jenny Quizon, Ronnie Quizon,

Boy2 Quizon, and Zia Quizon, along with a live band, dancers, and special guests including Florante de Leon and apl.de.ap of the Black Eyed Peas. Also performing are LA-based talents Antoinette Taus, Miguel Vera, Edsel Sotiangco, Liezl de Ocampo, and other surprise guests. Eric Quizon directs. Jet Montelibano is Technical Director.

*Dolphy@80 The Legend Live in LA* is a presentation of Nu-Vision Worldwide Media and McFadden&McFadden in cooperation with Creative Concepts and Asian Journal Publications. Sponsors are Philippine Airlines, Tancinco Law Office, ABS-CBN Global, Calayan Surgicentre, Smart, Universal Studios, O Skin Care, Unite Cars, Bench, Wadell & Reed, Pixso Graphics, Monet Salon, M The Movement, Aqua Imaging & Design, Forex Cargo, Alas Cargo, Bunching's, FLB Corporation, Golden Palms Foundation.

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Tickets are priced at \$25, \$35, \$55, \$75, \$85, and \$95 VIP seats and available online through Ticketmaster.com or by calling Ticketmaster at (213) 480-3232. NuVision (866) 995-2795, McFadden & McFadden (562) 921-8450, Philippine Times (562) 867-0323, Goldilocks Bakeshop branches, Island Pacific Supermarket branches, Creative Concepts at (888) 886-7889 or by email at CreativeConceptsIntl@gmail.com or Dolphy80@gmail.com. For additional information, visit www.CreativeConceptsIntl.com.

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## ABS-CBN: A story of excellence...

From PAGE B7 now a 24-hour cable, satellite, web and broadband service watched by over eight million Filipinos in five continents.

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*One KaPamilya Go!* is one of the many entertainment programs TFC is bringing to its subscribers in the US on Sunday, Sept. 21, from 9 am to 8 pm at the Ontario Convention Center, Ontario (Southern), California. With noted performers, TV and movie personalities, this is one event not to be missed, whether you are a subscriber or not. Where can you find a concert with well known showbiz personalities on one stage, for just \$10 (purchased prior to Sept. 21)? Only ABS-CBN can bring that closer to you.

*One KaPamilya Go!* is practically a concert with various on-ground activities happening throughout the day, i.e., *tiangge*, job fair, kids game, food booths, etc., with *"Pagpupugay sa Galing ng Global Filipino"* will be celebrated through a simulated *"Kapamilya,*

*Game Ka Na Ba*" format hosted by Edu Manzano, interspersed with performances by popular showbiz personalities from the Philippines.

**Who are coming from Manila?**

• Charice Pempengco, the young phenom performer who did not earn the championship award back home, but who has earned the world's recognition.

• Edu Manzano, movie and TV personality, who hosts the daily game show: *Pilipinas, Game Ka Na Ba?* who was the former Vice Mayor of Makati City, and former husband of Batangas Governor Vilma Santos, is the Chairman of the Video Anti-Piracy Board.

• John Lloyd Cruz and Bea Alonzo, whose tandem in a popular *teleserye* on *Kapamilya* Channel earned them the endearing love from fans all over the world, will be there, too, to add fun to the long list of activities slated during the whole day event.

• Sheryn Regis and Carol Banawa are noted songstress from the Philippines, who have done solo concerts in the Philippines, in the US and other parts of the world.

And of course, the legendary Martin Nievera, who had just celebrated his 25<sup>th</sup> anniversary in the music industry, and has been having solo concerts all over the world, completes the cast of performers that will entertain an expected crowd of about 10,000 people from all over the State of California, Las Vegas, Nevada and other parts of the US. As everyone knows, Martin was formerly married to Concert Queen Pops Fernandez with whom he has grown up children.

**Booth**

Over a hundred 10' x 10' booths, neatly arranged inside the Ontario Convention Center, have been rented by corporations and individual entrepreneurs to showcase their respective products and services. This is an excellent opportunity for the suppliers to connect to their prospective consumers.

If this event could be the gauge as a prelude to the 15<sup>th</sup> anniversary celebration of ABS-CBN next year, we should then expect a bigger and more exciting celebration.

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