



BELMONT HOTEL ILOILO  
in Iloilo Business Park

# Megaworld to open Belmont Hotel Iloilo amid tourism push

TAN-LED Megaworld Corp. is set to open Belmont Hotel Iloilo, its third hotel development within Iloilo Business Park, as it expands its hospitality footprint in key regional destinations.

In a statement on Thursday, the property developer said the 12-story hotel will offer 405 rooms ranging from 24 to 48 square meters, including twin, queen, and premier rooms, as well as one-bedroom suites. The hotel will also have rooms for persons with disabilities and themed children's rooms.

Located along Festive Walk Parade, the hotel is near the Iloilo Convention Center and other commercial establishments within the 72-hectare Iloilo Business Park township.

Belmont Hotel Iloilo will bring Megaworld's total hotel inventory within the township to about 880 room keys, accounting for nearly 25% of Iloilo City's hotel supply, according to the company.

The company also operates the Richmond Hotel Iloilo and Courtyard by Marriott Iloilo in the area.

Megaworld said the project forms part of its efforts to support tourism growth in the Visayas and strengthen its presence in Iloilo, which it described as a growing destination for business and leisure travelers.

"We are excited to offer a truly refreshing experience for everyone at Belmont Hotel Iloilo, and this chapter marks an important milestone in our commitment to help boost tourism in the Visayas," Megaworld Hotels & Resorts Managing Director Cleofe A. Albiso said.

The hotel will feature a ballroom that can accommodate up to 310 guests, meeting rooms with breakout areas, a swimming pool, fitness center, spa facilities, and several dining outlets, including an all-day dining restaurant and bar concepts.

Megaworld currently has 16 operational hotel properties with around 7,500 rooms nationwide. It plans to open six more hotels across key tourism destinations in the Philippines by 2030, expanding its portfolio to about 9,000 room keys. — **Juliana Chloe A. Gonzales**

# Jollibee Foods Corp. rolls out Compose Coffee in Taiwan, reports early demand

JOLLIBEE FOODS Corp. (JFC) said its Korean coffee brand Compose Coffee saw strong initial demand during its debut in Taiwan.

"We are encouraged by the strong early response to Compose Coffee's proposition in Taiwan. We believe the brand has unlimited potential to become a leading global brand," Jollibee Group International Chief Executive Officer Richard Shin said in a statement on Thursday.

The company said customers began lining up as early as 8 a.m., with foot traffic increasing throughout the day. At peak hours, the store sold about one cup every 20 seconds, while wait times reached up to two hours.

First-day sales reached about NT\$70,000.

JFC said it is reviewing pre-opening turnout to refine operations ahead of the official launch.

The company said the brand's store format and value-led menu are designed for replication across international

markets, supporting its expansion plans in the coffee segment, including its previously announced entry into the Philippines this year.

Earlier this year, JFC's subsidiary Fresh N' Famous Foods, Inc. signed a master franchise agreement to launch Compose Coffee in the Philippines.

Compose Coffee, founded in South Korea in 2014, operates about 3,000 stores. The brand is expected to be integrated into JFC's Philippine portfolio to expand its beverage business.

The company said Compose Coffee has begun supplying pour-over coffee to all rooms of a 500-room hotel in Madrid under a new partnership, which is expected to generate recurring revenue.

In a separate statement, JFC said the Korea Fair Trade Commission (FTC) has approved its planned acquisition of All Day Fresh Co., Ltd., operator of the Shabu All Day hot pot chain in South Korea, through its 70%-owned subsidiary Jolli-K Co., Ltd.

"Securing Korea FTC approval is an important milestone that advances our planned acquisition of Shabu All Day. This investment strengthens our Korea growth platform and reflects our focus on scalable, high-return concepts that support profitable growth for the Jollibee Group," Jollibee Group Global President and Chief Executive Officer Ernesto Tamantiong said.

Upon completion of the transaction, Shabu All Day is expected to add about 2% to JFC's revenue, 8% to global earnings before interest and taxes (EBIT), and 1% to store count.

Elevation Equity Partners Korea Ltd. and JFC formed a partnership in August 2024 through the acquisition of Compose Coffee. Elevation holds a 30% effective stake in Jolli-K and remains JFC's strategic partner.

Separately, JFC said its subsidiary Highlands Coffee posted strong performance, with 2025 revenue growing at a high double-digit rate from 2024.



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On a like-for-like basis, this translated to high single-digit same-store sales growth in the first quarter of 2026 from a year earlier.

The company said it maintained strong store-level profitability, supported by cost discipline and an efficient operating model.

Its largely company-owned store network allows for closer operational adjustments and improved unit economics, supporting expansion into more capital-efficient formats.

Digital channels also contributed to growth, with most sales coming from third-party delivery platforms, while Highlands Coffee's own application continues to expand its share.

"Highlands Coffee's market leadership and continued strong performance are a strong validation of our brand and business model. We're seeing robust and improving store performance and continued traction across channels, supported by disciplined execution and compelling unit economics," Highlands Coffee Founder and Chief Executive Officer David Thai said in a separate statement.

"As we scale, our priority is to keep raising the bar on consistency and customer experience — while investing in the capabilities that will sustain long-term growth, including product innovation, operational excellence, and digital," he added.

At the local bourse on Thursday, shares in JFC rose 2.81% to close at P164.50 each. — **Alexandria Grace C. Magno**

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