

COCA COLA FEMSA SAB DE CV
Form 6-K
February 06, 2013

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

PURSUANT TO RULE 13a-16 OR 15d-16 UNDER

THE SECURITIES EXCHANGE ACT OF 1934

For the month of February 2013
Commission File Number 1-12260

COCA-COLA FEMSA, S.A.B. de C.V.

(Translation of registrant's name into English)

United Mexican States

(Jurisdiction of incorporation or organization)

**Guillermo González Camarena No. 600
Col. Centro de Ciudad Santa Fé
Delegación Alvaro Obregón
México, D.F. 01210**

México

(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1)

Yes No

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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7)

Yes__No_X

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes__No_X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with

Rule 12g3-2(b): 82-__.

Stock Listing Information

Mexican Stock Exchange

Ticker: KOFL

NYSE (ADR)

Ticker: KOF

COCA-COLA FEMSA ANNOUNCEMENT

Coca-Cola FEMSA announces date for shareholders meeting

**Ratio of KOF L to KOF =
10:1**

For Further Information:

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Mexico City, Mexico – February 05, 2013 – Coca-Cola FEMSA, S.A.B. de C.V.

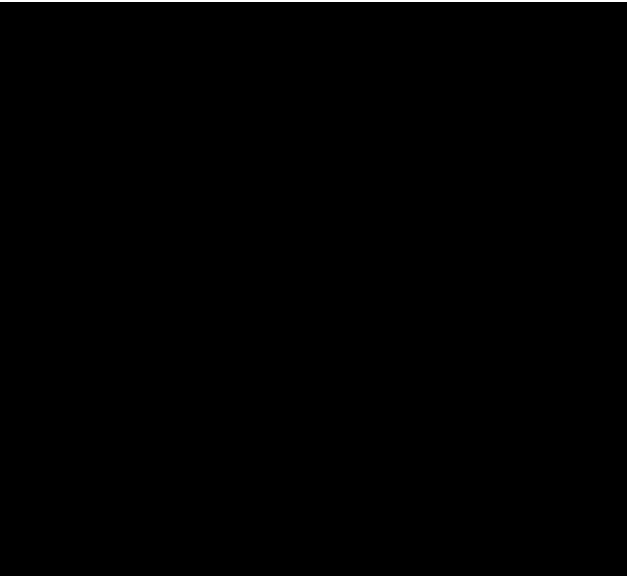
(“Coca-Cola FEMSA” or the “Company”), the largest public bottler of Coca-Cola products in the world, announces that on March 5, 2013 it will hold its annual shareholders meeting.

Coca-Cola FEMSA also announced that the Record Date for the Holders of its ADSs is February 15, 2013.

(This release is an English translation of a document filed with the Mexican Stock Exchange.)

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Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as



southeast and northeast Mexico), Guatemala (Guatemala City and surrounding areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Ceará, Piauí, São Paulo, the states of Mato Grosso do Sul, part of the state of Goiás, and part of the state of Minas Gerais), Argentina (federal capital of Buenos Aires and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic, COCA-COLA FEMSA S.A.B. DE C.V. Chinese territories. The Company has 60 bottling facilities and serves close to 315 million customers through more than 2,500,000 retailers with more than 100,000 employees worldwide.

Chief Financial Officer