

COCA COLA FEMSA SAB DE CV
Form 6-K
March 15, 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 March 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)

**Mario Pani No. 100
Col. Santa Fe Cuajimalpa
Delegación Cuajimalpa
México, D.F. 03348**

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

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

For Further Information:

Investor Relations

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COCA-COLA FEMSA ANNOUNCEMENT

Coca-Cola FEMSA announces the filing of its 2012 SEC Annual Report

Mexico City, Mexico, March 15, 2013. Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF), the largest franchise bottler of Coca-Cola products in the world, filed its annual report on Form 20-F for the fiscal year ended December 31, 2012 with the U.S. Securities and Exchange Commission.

The report is available on the investor relations section of Coca-Cola FEMSA's website at www.coca-colafemsa.com. Shareholders may receive a hard copy of the report, which includes Coca-Cola FEMSA's audited financial statements, free of charge through the contacts listed below.

Contact:

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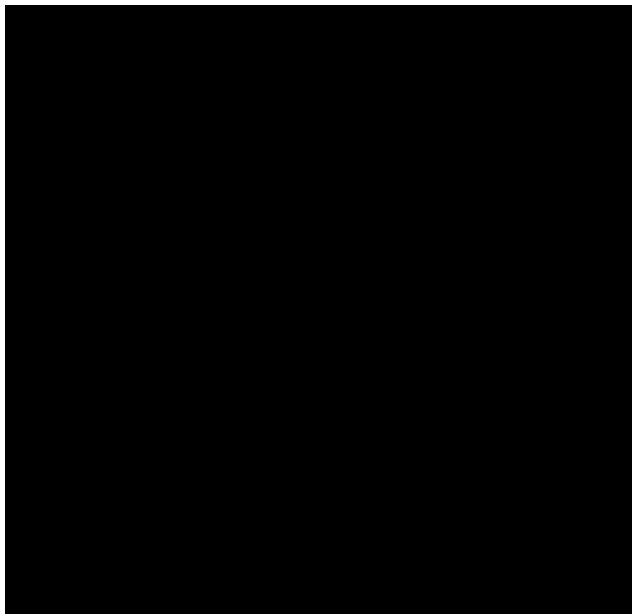
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Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark ~~CA NATURES~~ The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as ~~go~~ ~~Al~~ ~~of~~ ~~1934~~ ~~the~~ ~~regist~~ ~~Mex~~ ~~has~~ ~~),~~ ~~Gu~~ ~~at~~ ~~ans~~ ~~ada~~ ~~(~~ ~~Gu~~ ~~ap~~ ~~er~~ ~~ta~~ ~~b~~ ~~e~~ ~~C~~ ~~ity~~ ~~and~~ ~~sur~~ ~~round~~ ~~ing~~ ~~areas~~), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiã ~~COCA COLA FEMSA SAB DE CV~~ ~~SO~~ ~~ul~~, part of the state of ~~Bo~~ ~~ias~~ ~~/~~ ~~de~~ ~~par~~ ~~ti~~ ~~do~~ ~~de~~ ~~Min~~ ~~as~~ ~~G~~ ~~er~~ ~~ais~~), Argentina (federal ~~H~~ ~~ep~~ ~~er~~ ~~a~~ ~~T~~ ~~re~~ ~~l~~ ~~de~~ ~~Co~~ ~~si~~ ~~er~~ ~~z~~ and surrounding areas) and Philippines (nationwide), along with bottled water, juices, teas, isotonic ~~C~~ ~~h~~ ~~e~~ ~~F~~ ~~in~~ ~~a~~ ~~n~~ ~~c~~ ~~h~~ ~~e~~ ~~l~~ ~~e~~ ~~v~~ ~~e~~ ~~r~~ ~~a~~ ~~g~~ ~~e~~ ~~s~~ in some of these territories. The Company has 60 bottling facilities and serves close to 315 million consumers through more than 2,500,000 retailers with ~~more than 100,000 employees worldwide.~~