

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

Edgar Filing: COCA COLA FEMSA SAB DE CV - Form 6-K

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

José Castro

jose.castro@kof.com.mx

(5255) 1519-5120 / 5121

Roland Karig

roland.karig@kof.com.mx

(5255) 1519-5186

Carlos Uribe

carlos.uribe@kof.com.mx

(5255) 1519-5148

Website:

www.coca-colafemsa.com

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:

José Castro

jose.castro@kof.com.mx

(5255) 1519-5120 / 5121

Roland Karig

roland.karig@kof.com.mx

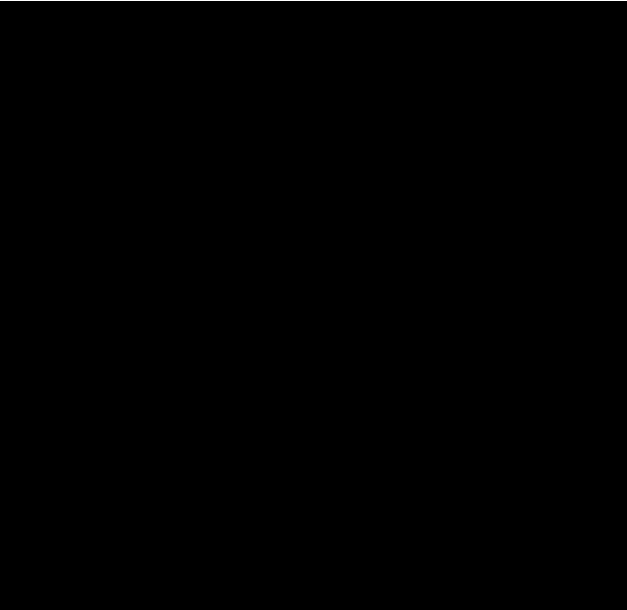
(5255) 1519-5186

Carlos Uribe

carlos.uribe@kof.com.mx

(5255) 1519-5148

V V V



Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes Coca-Cola, Fanta, Sprite, Del Valle, and other trademark brands. The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City, as well as Guadalajara, Querétaro, Toluca, and other metropolitan areas), Nicaragua (nationwide), Costa Rica (nationwide), Panama (nationwide), Colombia (most of the country), Venezuela (nationwide), Brazil (greater São Paulo, Campiões, and other parts 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 beverages, and other beverages 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.