

COCA COLA FEMSA SAB DE CV  
Form 6-K  
June 10, 2010

---

## FORM 6-K

Securities and Exchange Commission  
Washington, D.C. 20549  
Report of Foreign Issuer  
Pursuant To Rule 13a-16 Or 15d-16  
Of The  
Securities Exchange Act of 1934

For the month of June 2010

Commission file number 1-12260

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

(Translation of Registrant's name into English)

Guillermo González Camarena No. 600  
Col. Centro de Ciudad Santa Fé  
Delegación Alvaro Obregón  
México, D.F. 01210  
(Address of principal office)

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

(Check One) Form 20-F  Form 40-F

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

(Check One) Yes  No

(If Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b). 82-\_\_.)

---

**Stock Listing Information**

Ticker: KOFL

NYSE (ADR)

Ticker: KOF

Ratio of KOF L to KOF = 10:1

**COCA-COLA FEMSA ANNOUNCEMENT**

**Coca-Cola FEMSA announces the filing of its 2009 SEC Annual Report**

**Mexico City, Mexico, June 10, 2010.** Coca-Cola Femsa, S.A.B. de C.V. (BMV: KOFL, NYSE: KOF), the largest bottler of *Coca-Cola* trademark beverages in Latin America and the second largest in the world, calculated in each case by sales volume, filed its annual report on Form 20-F for the fiscal year ended December 31, 2009 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](http://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.

**For Further Information:**

Contact:

**Investor Relations**

José Castro  
[jose.castro@kof.com.mx](mailto:jose.castro@kof.com.mx)  
(5255) 5081-5120 / 5121

José Castro  
[jose.castro@kof.com.mx](mailto:jose.castro@kof.com.mx)  
(5255) 5081-5120 / 5121

Gonzalo García  
[gonzalose.garciaa@kof.com.mx](mailto:gonzalose.garciaa@kof.com.mx)  
(5255) 5081-5148

Gonzalo García  
[gonzalose.garciaa@kof.com.mx](mailto:gonzalose.garciaa@kof.com.mx)  
(5255) 5081-5148

Roland Karig  
[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186

Roland Karig  
[roland.karig@kof.com.mx](mailto:roland.karig@kof.com.mx)  
(5255) 5081-5186

Website:  
[www.coca-colafemsa.com](http://www.coca-colafemsa.com)

Coca-Cola FEMSA, S.A.B. de C.V. produces and distributes *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in Mexico (a substantial part of central Mexico, including Mexico City and southeast 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, Campinas, Santos, the state of Mato Grosso do Sul, part of the state of Goiás and part of the state of Minas Gerais) and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, beer and other beverages in some of these territories. The Company has 31 bottling facilities in Latin America and serves over 1,500,000 retailers in the region. The Coca-Cola Company owns a 31.6% equity interest in Coca-Cola FEMSA.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**COCA-COLA FEMSA, S.A.B. DE C.V.**  
(Registrant)

Date: June 10, 2010

By: /s/ HÉCTOR TREVIÑO GUTIÉRREZ

Name: Héctor Treviño Gutiérrez

Title: Chief Financial Officer