

COCA COLA FEMSA SAB DE CV  
Form 6-K  
December 15, 2011

**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 December 2011  
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-\_\_.

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**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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**December 15, 2011**

**Coca-Cola FEMSA and Grupo Fomento Queretano reach an agreement to merge their bottling operations**

**Mexico City, Mexico – December 15, 2011** – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA,” “KOF,” or the “Company”), the largest public bottler of Coca-Cola products in the world, and Grupo Fomento Queretano and its shareholders (“Grupo Fomento Queretano”), a diversified group with divisions in beverages, retail, services, real estate, and tourism, have agreed to merge Grupo Fomento Queretano’s beverage division, one of the oldest family-owned beverage players in Mexico, with Coca-Cola FEMSA.

The merger agreement has been approved by both Coca-Cola FEMSA’s and Grupo Fomento Queretano’s Boards of Directors and is subject to the completion of confirmatory legal, financial, and operating due diligence and to customary regulatory and corporate approvals, including the approval of The Coca-Cola Company and the *Comisión Federal de Competencia*, the Mexican antitrust authority. Both Coca-Cola FEMSA and Grupo Fomento Queretano will call for an extraordinary shareholders meeting for the approval of this merger.

The aggregate enterprise value of this transaction is Ps. 6,600 million. As a result of the merger, Grupo Fomento Queretano will receive 45.1 million newly issued KOF series L shares at a value of Ps. 119.29 per share, calculated on the average closing price of the KOF series L share over the 5 trading days of the week prior to the announcement of this agreement. The number of shares may be adjusted within agreed upon thresholds, pending the completion of the due diligence process. In addition, Coca-Cola FEMSA will assume Ps. 1,221 million in net debt.

Furthermore, through this transaction, Coca-Cola FEMSA will become the owner of a 12.92% stake in Promotora Industrial Azucarera, S.A. de C.V. (“PIASA”), a participant in the Mexican sugar industry.



**SIGNATURES**

To participate in the conference call, please dial: Domestic U.S.: 866-700-7477 on Friday, December 16, 2011 at 11:00 AM. The registration code is 14973569 and the conference call will be available through the Company's website, [www.coca-colafemsa.com](http://www.coca-colafemsa.com).

If you are unable to participate in the conference call, the recording of the conference call will be available through the Company's website, [www.coca-colafemsa.com](http://www.coca-colafemsa.com). To access the recording, please dial: Domestic U.S.: 888-286-4801 or International: 1-7-801-6888. Pass code: 14973569.

Chief Financial Officer

Date: December 15, 2011

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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, Campiñas, Santos, the state of Mato Grosso do Sul, part of the state of Goias, and part of the state of Minas Gerais), and Argentina (federal capital of Buenos Aires and surrounding areas), along with bottled water, juices, teas, isotonics, beer, and other beverages in some of these territories. The Company has 37 bottling facilities in Latin America and serves more than 1,700,000 retailers in the region.

Grupo Fomento Queretano's beverage division produces and distributes *Coca-Cola*, *Victoria*, *Fanta*, *Del Valle*, and other trademark beverages of The Coca-Cola Company mainly in the state of Queretaro, as well as in parts of the states of Mexico, Hidalgo and Guanajuato. With its origins as a bottling business in 1912 in Queretaro, Grupo Fomento Queretano's beverage division was founded in 1944 by Mr. Roberto Ruiz Obregón in Queretaro, Mexico, and today operates 2 bottling facilities and 9 distribution centers in these territories, serving more than 37,000 clients.