

COCA COLA FEMSA SAB DE CV  
Form 6-K  
October 11, 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 October 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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October 11, 2011

**Coca-Cola FEMSA and Grupo Tampico successfully merge their bottling operations**

**Mexico City, Mexico – October 11, 2011** – Coca-Cola FEMSA, S.A.B. de C.V. (BMV: KOFL; NYSE: KOF) (“Coca-Cola FEMSA” or the “Company”), the largest public bottler of Coca-Cola products in the world in terms of sales volume, and Grupo Tampico S.A. de C.V. (“Grupo Tampico”) and its shareholders, announce the successful merger of Grupo Tampico’s beverage division with Coca-Cola FEMSA.

Coca-Cola FEMSA held an ordinary and extraordinary shareholders meeting on October 10, 2011, at which the Company’s shareholders approved this merger, amended the Company’s by-laws to increase the number of board members from 18 to 21 and appointed Mr. Herman Fleishman and Mr. Robert Fleishman, President and Vice President, respectively, of Grupo Tampico, as director and alternate director in our Board.

The aggregate enterprise value of this transaction is Ps. 9,300 million, which at the time of the announcement of this merger represented an EV/EBITDA multiple of approximately 9.6 times. As a result of the completion of the due diligence process, no material adjustment was recorded, and Grupo Tampico’s main shareholders received 63.5 million newly issued KOF series L shares. Coca-Cola FEMSA assumed Ps. 2,747 million in net debt.

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**SIGNATURES**

This transaction received all necessary approvals, among others, the approval of The Comisión Federal de Competencia, the Mexican antitrust authority, and The Securities Exchange Act of 1934, the registrant has duly caused this report to be signed, thereunto duly authorized.

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

By: Hector Treviño Gutiérrez  
Hector Treviño Gutiérrez  
“We are pleased to have successfully closed this transaction in a relatively short period of time. This exemplifies what this team of professionals can achieve by working together towards the same goal: to consolidate our company’s position as a leader in the beverage industry that remains focused on creating value for

[REDACTED] our shareholders. We are confident that their expertise in the Mexican beverage industry will greatly contribute to our Company going forward,” said Carlos Salazar Lomelin, Chief Executive Officer of the Company.

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Coca-Cola FEMSA will start integrating the results of Grupo Tampico’s beverage division during October, 2011.

Seale & Associates, Inc. and White & Case S.C. acted as exclusive financial and legal advisors, respectively, to Grupo Tampico in this transaction.

Kuri Breña Sánchez Ugarte y Aznar acted as legal advisors to Coca-Cola FEMSA in this transaction.

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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 parts of 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, isotonic, beer, and other beverages in some of these territories. The Company has 34 bottling facilities in Latin America and serves more than to 1,600,000 retailers in the region.