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COCA COLA FEMSA SAB DE CV Form 6-K February 27, 2012

### **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 February 2012 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<u>X</u> 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 X

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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)

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.

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with

# Stock Listing Information Mexican Stock Exchange

Ticker: KOFL

### COCA-COLA FEMSA ANNOUNCEMENT

NYSE (ADR) Ticker: KOF

Ratio of KOF L to KOF = 10:1

Coca-Cola FEMSA announces date for shareholders meeting

**Mexico City, Mexico – February 24, 2012 –** Coca-Cola FEMSA, S.A.B. de C.V. ("Coca-Cola FEMSA" or the "Company"), the largest public bottler of Coca-Cola products in the world, announces that on March 20, 2012 it will hold its annual shareholders meeting.

For Further Information:

Coca-Cola FEMSA also announced that the Record Date for the Holders of its ADSs is March 5, 2012.

(This release is an English translation of a document filed with the Mexican Stock

**Investor Relations** 

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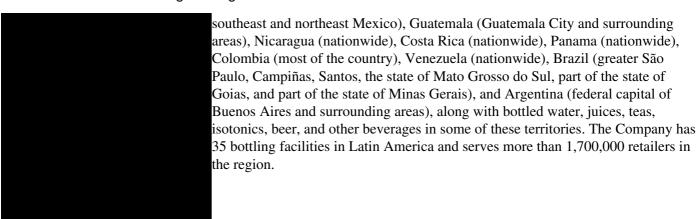
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Website:

www.coca-colafemsa.com

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

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## **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.

By: <u>/s/ Héctor Treviño Gutiérrez</u> Héctor Treviño Gutiérrez

Chief Financial Officer

Date: February 24, 2011