

COCA COLA FEMSA SAB DE CV  
Form 6-K  
February 27, 2008

---

## 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 February 2008

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**

Mexican Stock Exchange  
Ticker: KOFL

NYSE (ADR)

Ticker: KOF

Ratio of KOF L to KOF = 10:1

**For Further Information:**

**Investor Relations**

Alfredo Fernández  
[alfredo.fernandez@kof.com.mx](mailto:alfredo.fernandez@kof.com.mx)  
(5255) 5081-5120 / 5121

Gonzalo García

**FOR IMMEDIATE DISTRIBUTION**

**COCA-COLA FEMSA ANNOUNCEMENT**

Mexico City, Mexico, February 27, 2008 Coca-Cola FEMSA, S.A.B. de C.V. (Coca-Cola FEMSA) (NYSE: KOF; BMV: KOFL), today announced that its Board of Directors has approved the rotation of Coca-Cola FEMSA's independent auditor, following the recommendation of its Audit Committee and continuing with our corporate governance best practices.

Therefore, beginning in 2008 the independent auditor for the company and its subsidiaries will be Ernst & Young. We take this opportunity to thank the firm of Galaz, Yamazaki, Ruiz Urquiza, S.C. (Deloitte) for over 20 years of service of the highest quality and integrity.

Deloitte will continue to be responsible for the independent auditor's report on Coca-Cola FEMSA's 2007 financial statements and will continue providing several other services to our company.

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, Campiñas, Santos, the state of Mato Grosso do Sul and part of the state of Goias) 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 30 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.

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

Maximilian Zimmermann  
[maximilian.zimmermann@kof  
.com.mx](mailto:maximilian.zimmermann@kof.com.mx)  
(5255) 5081-5186

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

**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: February 27, 2008

By: /s/ HÉCTOR TREVIÑO GUTIÉRREZ  
Name: Héctor Treviño Gutiérrez  
Title: Chief Financial Officer