PRESS RELEASE

FOR IMMEDIATE RELEASE

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Coca Cola FEMSA Announces 31.5% Operating Profit Growth For Third Quarter of 2001

THIRD QUARTER 2001

- Consolidated sales volume increased by 5.3%, driven by a 3.6% and 12.8% increase in sales volume in the Mexican and Argentine operations, respectively.
- Consolidated operating income increased 31.5% to Ps. 957.9 million, reaching a consolidated operating margin of 21.7%, an increase of 4.6 percentage points from the third quarter of 2000.
- Consolidated earnings, before interest, tax, depreciation and amortization ("EBITDA")[1] increased by 17.5% over the third quarter of 2000 to Ps. 1,255.0 million.
- Consolidated majority net income increased 96.2%, reaching Ps. 525.7 million, resulting in an earnings per share ("EPS") of Ps. 0.37 (US$0.39 per ADR).

Mexico City (October 25, 2001) – Coca-Cola FEMSA, S.A. de C.V. (NYSE: KOF) ("KOF" or the "Company"), one of the global Coca-Cola anchor bottlers and the largest Coca-Cola bottler in Mexico and Argentina, announced today its consolidated results for the third quarter of 2001.

"Our execution capabilities combined with our ability to understand and connect with our clients are driving our success during the third quarter of 2001. The launching of new products and presentations in our Mexican and Argentine territories, combined with revenue management, channel marketing and cost saving strategies helped us achieve outstanding results," stated Carlos Salazar, Chief Executive Officer of the Company.

[1] Coca-Cola FEMSA calculated EBITDA based on income from operations plus depreciation, amortization and non-cash items (including bottle breakage expenses). The U.S. Securities and Exchange Commission does not endorse the use of EBITDA; however, the management believes that reporting EBITDA is an industry standard and is a useful measure.

CONSOLIDATED RESULTS

Consolidated total revenues increased by 4.2% to Ps. 4,405.8 million during the third quarter of 2001. Volume growth in both Mexican and Argentine operations, combined with an improvement in average prices in Mexico, more than compensated for the decrease in average prices in Argentina. The net result was a 31.5% increase in consolidated operating profit over the comparable period in 2000.

Consolidated EBITDA grew 17.5%, reaching Ps. 1,255.0 million for the third quarter of 2001. EBITDA margin rose to 28.5% compared to a 25.3% margin in the third quarter of 2000.

Integral cost of financing reached Ps. 42.2 million for the third quarter of 2001, which was substantially lower than the Ps. 165.9 million expense in the third quarter of 2000. The following factors contributed to the net decrease:

- The Company's foreign exchange gain reached Ps. 26.7 million during the third quarter of 2001. This gain reflected the effect of the depreciation of the Mexican peso against the U.S. dollar applied to the U.S. dollar-denominated cash position of the Company during the third quarter of 2001, as well as the recognition of some of the gains generated from the unwinding of US$30 million dollar forward contracts during July 2001, from the hedging program implemented by the Company to protect itself against foreign exchange fluctuations between the Argentine peso and the U.S. dollar.
- Net interest expense decreased by 65.4% due to increased interest income resulting from the Company's higher cash holdings relative to the third quarter of 2000.
- The loss on monetary position was generated by the Mexican inflation adjustments applied to the net monetary assets of our Mexican operations and the Argentine deflation adjustments applied to the net monetary liabilities of our Argentine operations.

Consolidated net income increased by 96.2% from Ps. 267.9 million in the third quarter of 2000 to Ps. 525.7 million for the same period in 2001. Net income per share reached Ps. 0.37 (US$0.39 per ADR).

BALANCE SHEET

On September 30, 2001, Coca-Cola FEMSA recorded a cash balance of Ps. 3,678.9 million (US$386.8 million) and total bank debt of Ps. 2,908.2 million (US$305.7 million). As compared to June 30, 2001, this represents a US$60.3 million increase in cash and cash equivalents during the quarter.

RESULTS OF OPERATIONS IN MEXICO

Sales Volume

Sales volume in the Mexican territories amounted to 122.2 million unit cases ("MUC")[2] for the third quarter of 2001, an increase of 3.6% over the third quarter of 2000.

The increase in sales volume in our Mexican territories was attributable to (i) the increase in sales volume of *Coca-Cola Light* by 11.1% in the third quarter of 2001, (ii) the robust growth of the recently introduced *Senzao*, a new carbonated guarana-flavored brand, which represented 2.4% of the total product mix during the third quarter of 2001, (iii) the solid performance of the new 250 ml. one-way PET *Delaware Punch, Lift* and *Fanta* presentations, which accounted for 1.1% of the total packaging mix during the third quarter of 2001, and (iv) the volume increase of *Ciel* and *Ciel Mineralizada*, Coca-Cola trademark still and sparkling water brands, growing by 37.8% and 32.8%, respectively, in the third quarter of 2001 versus the same quarter in 2000.

Average revenue per unit case increased by 0.6% as compared to the third quarter of 2000, reaching Ps. 29.7 per unit case. The increase in average price per unit case was attributable to (i) the price increase implemented in November of 2000, and (ii) a change in product and packaging mix.

Gross Profit

The cost of goods sold decreased by 2.5% as compared to the third quarter of 2000 and declined as a percentage of net sales, resulting in a gross margin improvement of 3.1 percentage points to 55.1% from 52.0% recorded in the third quarter of 2000. Gross margin improvement resulted from (i) an increase in revenue per unit case sold, (ii) higher fixed-cost absorption driven by sales volume growth, (iii) lower unit price of certain packaging materials (aluminum and PET) and raw materials (sweeteners), and (iv) realization of fixed-cost reductions.

Income from Operations

During the third quarter of 2001, administrative expenses increased by 1.0%, mainly reflecting an increase in real wages and salaries. Selling expenses decreased by 4.9% due to a decrease in distribution expenses and lower bottle and case breakage expenses resulting from a higher non-returnable volume mix. Administrative and selling expenses decreased, as percentage of total revenues, by 0.3 and 2.0 percentage points, respectively.

The gross margin improvement along with the reduction of operating expenses as a percentage of total sales resulted in an operating margin increase of 5.4 percentage points, from 20.4% in the third quarter of 2000 to 25.8% in the third quarter of 2001.

[2] The "Unit Case" is a unit measurement equivalent to 24 eight-ounce servings.

Operating profit for the period amounted to Ps. 938.3 million, an increase of 31.4%, and EBITDA reached Ps. 1,151.1 million, an increase of 17.9%, both as compared to the third quarter of 2000.

RESULTS OF OPERATIONS IN BUENOS AIRES

"Our Argentine operations continue to achieve volume growth and margin expansion despite the challenging economic environment in Argentina. Coca-Cola FEMSA has accomplished these results by implementing successfully product development, revenue management, channel marketing and cost-cutting initiatives. These strategies have helped the Company regain its path to growth and increase its profitability," stated Carlos Salazar, Chief Executive Officer of the Company.

Sales Volume

Sales volume in the Argentine territory amounted to 29.7 MUC for the third quarter of 2001, an increase of 12.8% over the third quarter of 2000.

The sales volume increase in Buenos Aires was attributable to (i) the volume growth of the premium brands, *Coca-Cola Light, Sprite Light* and *Schweppes*, particularly *Coca-Cola Light* which grew 16.2% in the third quarter of 2001 as compared to the same period last year, and (ii) the strong performance of the value protection brands, *Tai* and *Crush*, which represented 12.3% of our total product mix during the third quarter of 2001.

Average revenue per unit case amounted to A$2.63 per unit case, a decrease of 10.2% as compared to the third quarter of 2000. The decrease in average price per unit case was attributable to (i) increased sales of value protection brands, which have a lower price-per-ounce than the core brands, and (ii) a shift in product mix toward larger packaging presentations.

Nonetheless, the increase in sale volume more than offset the decrease in the average unit case price, resulting in a net sales increase of 1.3% relative to the same period last year. Other revenues amounted to A$2.7 million, representing mainly sales from toll bottling to other bottlers of the Coca-Cola system in Argentina. The Company's total revenues in Argentina reached A$80.9 million, a 4.0% increase as compared with the same quarter of 2000.

Gross Profit

The cost of goods sold remained essentially flat, decreasing by 0.2% as compared to the third quarter of 2000. As a percentage of net sales, however, the cost of goods sold decreased, resulting in a gross margin improvement of 3.5 percentage points to 46.9% of net sales from 43.4% recorded in the third quarter of 2000.

Gross margin expansion resulted from (i) lower concentrate costs, and (ii) realization of fixed-cost reductions resulting from productivity and efficiency initiatives in progress.

Income from Operations

During the third quarter of 2001, administrative expenses decreased 14.8% and selling expenses increased by 14.8%, as compared with the third quarter of 2000. Similar to the second quarter of 2001, the decrease in administrative expenses in the third quarter of 2001 reflected savings achieved from the workforce reduction in January of this year, while the increase in selling expenses during this quarter represented mainly higher local marketing expenses as explained last quarter, and higher freight and commission costs due to a higher sales volume.

As compared to the third quarter of 2000, administrative expenses decreased by 1.3 percentage points to 5.7% while selling expenses increased by 3.1 percentage points to 33.6%, both as percentage of total revenues.

The gross margin improvement more than offset the increase in operating expenses as a percentage of total sales, resulting in an operating margin expansion of 0.3 percentage points from 4.6% in the third quarter of 2000 to 4.9% in the third quarter of 2001.

Operating profit for the period was A$4.0 million, an increase of 11.1%, and EBITDA reached A$11.1 million, an increase of 15.6%, as compared to the third quarter of 2000.

RECENT DEVELOPMENTS

During the third quarter of 2001, Coca-Cola FEMSA launched in its Mexican territories a new 250-ml. non-returnable PET presentation for *Lift* and *Fanta*, the apple and orange flavored-carbonated Coca-Cola trademark brands, and a new eight-ounce non-returnable glass presentation for the *Coca-Cola* brand. These presentations intend to capture a new consumption opportunity and provide a new pricing alternative at the point of sale.

On July 28, 2001, Coca-Cola FEMSA closed the Atizapan distribution center, one of its 17 distribution facilities in the Valley of Mexico. The Tlanepantla distribution facility will consolidate the operations formerly conducted at Atizapan. The Company expects to realize permanent cost savings and operating efficiencies from the consolidation of the Atizapan facility beginning in the fourth quarter of 2001.

On September 29, 2001, the Company initiated in the Valley of Mexico the rollout of *POWERADE*, the Coca-Cola trademark sports drink. This product was launched in a 591-ml. non-returnable PET presentation with a sport cap.

On October 1, 2001, Coca-Cola FEMSA launched the new *Hi-C* apple flavored beverage in a ready-to-drink presentation in Argentina. This launching, together with other product introductions during 2001, has strengthened the commercial relationship with our retailers, increased our share of visible inventory at the point of sale and positioned us as the preferred beverage supplier for our clients.

CURRENCY HEDGING POLICY

Coca-Cola FEMSA currently has US$16.4 million option contracts outstanding from its hedging program implemented during 2000 to protect the Company's exposure against a Mexican peso devaluation. These contracts will expire during the fourth quarter of 2001.

As part of the Company´s policy to partially hedge its exposure to working capital requirements in Argentina, the Company has US$70 million forward contracts at $1.065 Argentine pesos per U.S. dollar. The maximum cost that the Company could have in relation to these contracts (including the gain generated by the unwinding of US$30 million forward contracts in July of this year) is US$1.25 million.

SUMMARY OF NINE MONTHS RESULTS AS OF SEPTEMBER 30, 2001

For the nine months ended September 30, 2001, consolidated total sales volumes increased 5.7% to 450.6 MUC. Consolidated total sales reached Ps. 13,070.8 million, an increase of 5.8% as compared to the first nine months of 2000. The increase in consolidated volume was attributable to 4.3% and 11.0% increases in volumes from the Mexican and Argentine territories, respectively, during the first nine months of 2001 as compared the same period of 2000.

Consolidated average price per unit was slightly lower at Ps. 28.7 during the first nine months of 2001 as compared to Ps. 28.8 for the same period of 2000. Even though the average revenue per unit in Buenos Aires decreased 10.4% to A$2.66, the decrease was offset by an increase in the average revenue per unit in the Mexican territories of 2.2% that reached Ps. 29.6 during the first nine months of 2001 as compared to the same period of 2000.

Gross operating margin as a percentage of net sales increased 2.8 percentage points, from 50.2% in the first nine months of 2000 to 53.0% in the first nine months of 2001. Consolidated operating expenses increased by 1.3%, but decreased as a percentage of consolidated total revenues to 30.8% in the first nine months of 2001 as compared to 32.1% for the same period of 2000.

Operating income increased 30.5% to Ps. 2,756.0 million and EBITDA reached Ps. 3,627.3 million, an increase of 19.3%, both as compared to the first nine months of 2000. The Argentine operations represented 6.6% and 10.5% of consolidated operating profits and EBITDA, respectively, during the first nine months of 2001.

Consolidated net income increased by 71.1%, from Ps. 867.4 million recorded in the first nine months of 2000 to Ps. 1,484.0 million for the same period of 2001. Net income per share reached Ps. 1.04 (US$1.09 per ADR).

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Coca-Cola FEMSA, S.A. de C.V. produces *Coca-Cola*, *Sprite*, *Fanta*, *Lift* and other trademark beverages of The Coca-Cola Company in the Valley of Mexico and the Southeast Territories in Mexico and in the Buenos Aires Territory in Argentina. The Company has eight bottling facilities in Mexico and one in Buenos Aires and serves more than 275,200 retailers in Mexico and 70,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 3% of Coca-Cola global sales, 24% of all Coca-Cola sales in Mexico and approximately 35% of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30% equity interest in Coca-Cola FEMSA.

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Figures for the Company's operations in Mexico and its consolidated international operations were prepared in accordance with Mexican generally accepted accounting principles ("Mexican GAAP"). Figures of the Company's operations in Argentina were prepared in accordance with Argentine generally accepted accounting principles. All figures are expressed in constant Mexican pesos with purchasing power at September 30, 2001.

For comparison purposes, 2000 and 2001 figures from the Company's Argentine operations have been restated taking into account Argentine inflation with reference to the Argentine consumer price index and converted from Argentine pesos into Mexican pesos using the September 30, 2001 exchange rate of Ps. 9.51 per A$1.00. Also, all comparisons for third quarter 2001, ending September 30, 2001, in this report are made against the figures for the comparable period, third quarter 2000 unless otherwise noted.

This news release may contain forward-looking statements concerning Coca-Cola FEMSA´s future performance and should be considered as good faith estimates of Coca-Cola FEMSA. These forward-looking statements reflect management's expectations and are based upon currently available data. Actual results are subject to future events and uncertainties that could materially impact the Company's actual performance.

References herein to "US$" are to United States dollars. This news release contains translations of certain peso amounts into U.S. dollars at specified rates solely for the convenience of the reader. These translations should not be construed as representations that the peso amounts actually represent such U.S. dollar amounts or could be converted into U.S. dollars at the rate indicated.

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(4 pages of tables to follow)

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the three months ended September 30, 2001 and 2000
Expressed in currency with purchasing power as of September 30, 2001

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2001	2000	% VAR	2001	2000	% VAR	2001	2000	% VAR
Sales volume (millions unit cases)	151.9	144.3	5.3	122.2	118.0	3.6	29.7	26.3	12.8
Average unit price per case	28.75	29.18	(1.5)	29.65	29.47	0.6	2.63	2.93	(10.2)
Net revenues	4,368.4	4,212.0	3.7	3,624.1	3,477.9	4.2	78.2	77.2	1.3
Other operating revenues	37.4	17.7	111.3	11.9	12.0	(0.8)	2.7	0.6	350.0
Total revenues	4,405.8	4,229.7	4.2	3,636.0	3,489.9	4.2	80.9	77.8	4.0
Cost of sales	2,058.8	2,101.4	(2.0)	1,638.5	1,680.2	(2.5)	44.2	44.3	(0.2)
Gross profit	2,347.0	2,128.3	10.3	1,997.5	1,809.7	10.4	36.7	33.5	9.6
Administrative expenses	335.9	340.8	(1.4)	292.0	289.1	1.0	4.6	5.4	(14.8)
Selling expenses	1,024.9	1,029.4	(0.4)	765.4	804.7	(4.9)	27.2	23.7	14.8
Operating expenses	1,360.8	1,370.2	(0.7)	1,057.4	1,093.8	(3.3)	31.8	29.1	9.3
Goodwill amortization	28.3	29.6	(4.4)	1.8	1.8	(0.0)	0.9	0.8	12.5
Operating income	957.9	728.5	31.5	938.3	714.1	31.4	4.0	3.6	11.1
Interest expense	80.1	83.1	(3.6)						
Interest income	63.3	34.6	82.9						
Interest expense, net	16.8	48.6	(65.4)						
Foreign exchange loss (gain)	(26.7)	109.7	(124.3)						
Loss (gain) on monetary position	52.1	7.6	585.5						
Integral cost of financing	42.2	165.9	(74.6)						
Other (income) expenses, net	13.4	32.0	(58.1)						
Income before taxes	902.3	530.6	70.1						
Taxes	376.6	262.7	43.4						
Consolidated net income	525.7	267.9	96.2						
Majority net income	525.7	267.9	96.2						
EBITDA (2)	1,255.0	1,068.5	17.5	1,151.1	976.6	17.9	11.1	9.6	15.6

(1) Except volume and average price per unit case figures.
(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

Mexican Inflation June 2001 - September 2001	1.27%
Argentine Inflation June 2001 -September 2001	-1.39%
Mexican Peso / U.S.Dollar at September 30, 2001	9.512

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries

INCOME STATEMENT

For the nine months ended September 30, 2001 and 2000

Expressed in currency with purchasing power as of September 30, 2001

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2001	2000	% VAR	2001	2000	% VAR	2001	2000	% VAR
Sales Volume(millions unit cases)	450.6	426.4	5.7	355.5	340.8	4.3	95.1	85.6	11.0
Average unit price per case	28.72	28.84	(0.4)	29.63	28.98	2.2	2.66	2.97	(10.4)
Net revenues	12,940.7	12,295.5	5.2	10,535.5	9,876.2	6.7	252.9	254.3	(0.6)
Other operating revenues	130.1	54.3	139.6	43.9	31.1	41.2	9.0	2.5	260.0
Total revenues	13,070.8	12,349.8	5.8	10,579.4	9,907.3	6.8	261.9	256.8	2.0
Cost of sales	6,209.4	6,180.8	0.5	4,852.9	4,791.3	1.3	142.6	146.1	(2.4)
Gross profit	6,861.4	6,169.0	11.2	5,726.5	5,116.0	11.9	119.3	110.7	7.8
Administrative expenses	969.9	962.7	0.7	835.9	819.8	2.0	14.1	15.0	(6.0)
Selling expenses	3,049.9	3,003.8	1.5	2,255.2	2,279.3	(1.1)	83.6	76.2	9.7
Operating expenses	4,019.8	3,966.5	1.3	3,091.1	3,099.1	(0.3)	97.7	91.2	7.1
Goodwill amortization	85.6	89.9	(4.8)	5.5	5.4	1.9	2.5	2.5	-
Operating income	2,756.0	2,112.6	30.5	2,629.9	2,011.5	30.7	19.1	17.0	12.4
Interest expense	238.0	255.0	(6.7)						
Interest income	208.8	84.9	145.9						
Interest expense, net	29.2	170.1	(82.8)						
Foreign exchange loss (gain)	44.7	226.6	(80.3)						
Loss (gain) on monetary position	39.4	(18.5)	(313.0)						
Integral cost of financing	113.3	378.2	(70.0)						
Other (income) expenses, net	0.5	58.5	(99.2)						
Income before taxes	2,642.2	1,675.9	57.7						
Taxes	1,131.7	808.5	40.0						
Effect of changes in accounting principles	(26.5)	-	NA						
Consolidated net income	1,484.0	867.4	71.1						
Majority net income	1,484.0	867.4	71.1						
EBITDA (2)	3,627.3	3,039.5	19.3	3,247.2	2,693.2	20.6	39.9	36.4	9.7

(1) Except volume and average price per unit case figures.

(2) Income from operations + depreciation, amortization and other non-cash items (including returnable bottle breakage expenses).

Mexican Inflation September 2000 - September 2001	6.14%
Argentine Inflation September 2000 - September 2001	-1.14%
Mexican Peso / U.S.Dollar at September 30 2001	9.512

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of September 30, 2001 and December 31, 2000
Millions of Mexican pesos (Ps.)
Expressed in currency with purchasing power as of September 30, 2001

ASSETS		2001		2000
Current Assets				
Cash and cash equivalents	Ps.	3,679	Ps.	1,960
Accounts receivable:				
Trade		432		650
Notes		56		61
Prepaid taxes		4		4
Other		141		169
		633		884
Inventories		623		513
Prepaid expenses		80		66
Total current assets		5,015		3,423
Property, plant and equipment				
Land		784		801
Buildings, machinery and equipment		8,546		8,656
Accumulated depreciation		(3,001)		(2,833)
Construction in progress		475		278
Bottles and cases		219		329
Total property, plant and equipment		7,023		7,231
Investment in shares		196		211
Deferred charges, net		488		510
Goodwill, net		1,541		1,672
TOTAL ASSETS	Ps.	14,263	Ps.	13,047

LIABILITIES & STOCKHOLDERS' EQUITY		2001		2000
Current Liabilities				
Short-term bank loans, notes and interest payable	Ps.	102	Ps.	89
Suppliers		1,193		1,411
Accounts payable and others		545		558
Taxes payable		473		264
Total Current Liabilities		2,313		2,322
Long-term bank loans		2,893		3,035
Pension plan and seniority premium		170		165
Other liabilities		1,134		999
Total Liabilities		6,510		6,521
Stockholders' Equity				
Minority interest		0		0
Majority interest:				
Capital stock		2,220		2,220
Additional paid in capital		1,562		1,562
Retained earnings of prior years		5,118		4,089
Net income for the period		1,484		1,328
Cumulative results of holding non-monetary assets		(2,631)		(2,673)
Total majority interest		7,753		6,526
Total stockholders' equity		7,753		6,526
TOTAL LIABILITIES & EQUITY	Ps.	14,263	Ps.	13,047

Mexican Inflation December 2000 - September 2001	3.40%
Argentine Inflation December 2000 - September 2001	-0.64%
Mexican Peso / U.S.Dollar at September 30, 2001	9.512

Selected Information

For the nine months ended September 30, 2000

Expressed in Pesos as of September 30, 2001

	2001
Depreciation (1)	577.7
Amortization and others	293.5
Capital Expenditures (2)	621.5

(1) (Includes good will amortization)

(2) (Includes Bottles and Cases and Deferred Charges)

Sales Volume Information

Expressed in millions of unit cases

	2001	2000
Mexico	355.5	340.8
Valley of Mexico	264.3	253.7
Southeast	91.2	87.1
Buenos Aires	95.1	85.6
Total	450.6	426.4

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2001	2000
Mexico	75/21/4	76/21/3
Valley of Mexico	76/20/4	77/21/2
Southeast	72/22/6	74/20/6
Buenos Aires	70/29/1	77/22/1
Total	74/23/3	76/21/3

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2001	2000
Mexico	41/59	45/55
Valley of Mexico	40/60	42/58
Southeast	45/55	51/49
Buenos Aires	6/94	10/90
Total	34/66	38/62

Selected Information

For the three months ended September 30, 2001

Expressed in Pesos as of September 30, 2001

	2001
Depreciation (1)	188.8
Amortization and others	108.3
Capital Expenditures (2)	249.3

(1) (Includes good will amortization)

(2) (Includes Bottles and Cases and Deferred Charges)

Sales Volume Information

Expressed in millions of unit cases

	2001	2000
Mexico	122.2	118.0
Valley of Mexico	90.6	87.7
Southeast	31.6	30.3
Buenos Aires	29.7	26.3
Total	151.9	144.3

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2001	2000
Mexico	75/21/4	77/19/4
Valley of Mexico	76/20/4	78/20/2
Southeast	71/23/6	74/20/6
Buenos Aires	71/28/1	79/20/1
Total	74/23/3	77/20/3

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2001	2000
Mexico	40/60	45/55
Valley of Mexico	39/61	43/57
Southeast	44/56	50/50
Buenos Aires	6/94	10/90
Total	33/67	39/61