NEWS RELEASE

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Coca-Cola FEMSA Announces 32.9% Improvement in Operating Profit for 2000

FOURTH QUARTER 2000

- Consolidated unit case volume increased 8.3%, driven by a 13.7% volume increase for the Mexican operations as compared to fourth quarter 1999
- Consolidated operating income increased 18.4%, representing a 30.0% improvement for the Mexican operations and a 36.8% decrease in Buenos Aires, as compared to fourth quarter 1999
- Consolidated EBITDA increased 21.0% over fourth quarter 1999, reaching Ps. 1.240 billion
- Net income reached Ps. 442.8 million resulting in EPS of Ps. 0.311 (US$0.323 per ADR), a 53.1% increase over fourth quarter 1999

FULL YEAR 2000

- Consolidated unit case volume increased 7.1% in 2000 as compared to 1999, resulting from a 10.3% increase in Mexico and a 3.6% decrease in Buenos Aires
- Consolidated EBITDA increased 25.1% as compared to 1999, reaching Ps. 4.212 billion
- Net income increased 23.7% for 2000, reaching Ps.1.292 billion or EPS of Ps. 0.907 (US$0.943 per ADR)

Mexico City (February 27, 2001) - Coca-Cola FEMSA, S.A. de C.V. (NYSE: KOF) ("KOF" or the "Company"), one of ten global Coca-Cola anchor bottlers and the largest Coca-Cola bottler in Mexico and Argentina, announced today its consolidated results for the year ended December 31, 2000.

"It has been an excellent year for Coca-Cola FEMSA for many reasons. Obviously, the operational results were very sound, but also, we saw some major changes in our infrastructure and organization that give us confidence in our ability to continue our growth into 2001 and beyond," stated Carlos Salazar, Chief Executive Officer.

"We streamlined our production capabilities, alleviating bottlenecks and rationalizing capacity into fewer, more efficient plants. We also moved some of our executives into new positions where they and the Company can continue to grow. Our focus now is to use the cross-fertilization of management to better standardize our operations, utilizing best practices," continued Mr. Salazar.

CONSOLIDATED RESULTS

Full year 2000 consolidated volume reached 582.6 million unit cases (MUC)[1], a 7.1% improvement over 1999. In fourth quarter 2000, consolidated volume grew 8.3% over the comparable period of 1999. During the year and the fourth quarter, volume growth and favorable pricing in the Mexican territories offset declining, year over year, volume and average unit case pricing in Buenos Aires. The results were a 9.3% and 8.7% improvement in consolidated total sales for 2000 and fourth quarter, respectively.

Although Argentine volume and prices pressured the Company's revenues downward, the combination of, (i) strong pricing in Mexico, (ii) favorable costs of some raw materials, (iii) the strength of the Mexican peso, and iv) advancements made in operating efficiencies, resulted in improved profitability. Full year 2000 consolidated operating income increased 32.9% while fourth quarter consolidated operating income increased 18.4%, over the comparable 1999 periods.

Integral cost of financing reached Ps. 538 million for 2000 and Ps. 171.6 million for the fourth quarter 2000, representing increases of 76.1% and 66.9%, respectively.[2]

- The primary reason for the increases in cost was the Company's foreign exchange loss of Ps. 342.7 million during the year and Ps. 122.3 million for fourth Quarter. This loss is the product of the spread between the strike price of various dollar forward contracts, purchased in June 1999, and the exchange rate at the end of each contract period. The purpose of the dollar forward contracts was to hedge the Company's exposure to the U.S. dollar relative to the Mexican peso. See Currency Hedge Policy.
- Net interest expense decreased by 45.4% for full year 2000 and by 56.0% for the fourth quarter, primarily due to the Company's higher cash balances and stable debt level. At December 31, 2000, Coca-Cola FEMSA's net debt (total bank debt less cash and cash equivalents) reached Ps.1.035 billion, a 39% decrease over 1999.

1 The unit case is a unit measurement equal to 24 eight-ounce servings.

2 The term "integral cost of financing" refers to the combined financial effects of, (i) net interest expense or interest income, (ii) net foreign exchange gains or losses, and (iii) inflation on the monetary position of the Company.

- The gain on monetary position decreased by 93.9% and 131.4% in full year and the fourth quarter 2000, respectively. The change reflected the Company's lower debt position, considerably lower Mexican inflation, and deflation recorded in Argentina.

Other expenses for full year 2000 and fourth quarter 2000 reached Ps. 140.1 million and Ps. 82.1 million, respectively. These expenses were primarily related to the continued efforts of the Company to rationalize its operations and reduce its work force in both operations and administration. In addition to these expenses, during 2000, the Company recorded a one-time charge totaling approximately Ps. 52 million to recognize a payment to the Instituto Méxicano del Seguro Social (Mexican Social Security Institute) related to employee benefits.

KOF recognized consolidated income tax, tax on assets and employee profit sharing expense of Ps.970.2 million and Ps. 181.8 million for the year and the fourth quarter 2000, respectively. The average annual effective tax rate was 42.9% as compared to 43.1% in 1999.

Consolidated net income increased by 23.7% for full year 2000 and a significant 53.1% for fourth quarter 2000. Net income per share reached Ps. 0.907 (US$0.943 per ADR) for 2000 and Ps. 0.311 (US$0.323 per ADR) for fourth quarter.

Consolidated EBITDA[3] grew 25.1% and 21.0% for full year 2000 and fourth quarter 2000, respectively.

BALANCE SHEET

On December 31, 2000, Coca-Cola FEMSA recorded a cash balance of Ps. 1.920 billion (US$200 million) and total bank debt of Ps. 2.955 billion (US$307.5 million). As compared to December 31, 1999, this represents a Ps. 1.339 billion (US$139 million) increase in cash and cash equivalents and a relatively stable bank debt level during 2000.

MEXICAN OPERATING RESULTS

Sales volume for the Mexican operations reached 461.1 MUC, a 10.3% improvement over 1999 volume. Fourth quarter 2000 sales volume reached 120.4 MUC, an increase of 13.7% over fourth quarter 1999.

As part of Coca-Cola FEMSA's price segmentation strategy, the Company implemented several price increases during 2000, resulting in a 4.3% and 2.8% real price increase for the Mexican Territories for 2000 and fourth quarter 2000, respectively. The combination of improved volume and real pricing resulted in a 15.0% increase in total revenues for full year 2000 and a 16.9% increase for fourth quarter 2000.

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3 Coca-Cola FEMSA calculates EBITDA based on income from operations plus depreciation, amortization and other non-cash items (including bottle breakage expenses). It should be noted that the U.S. Securities and Exchange Commission does not endorse the use of EBITDA. However, the Company's management believes that reporting EBITDA is an industry standard and is a useful measure.

Gross profit improved by 23.8% and 24.3% for full year and fourth quarter 2000, respectively. During the year, strong sales volume, lower peso-denominated raw material costs, a very strong Mexican peso and lower than expected inflation offset the negative effects of an increase in depreciation expenses (related to one-time asset write-offs) and some higher dollar-denominated raw material costs.

As a percent of total sales, selling and administrative expenses for both full year and fourth quarter increased 10 and 96 basis points, respectively, as compared to 1999. The increase was due to the Company's continued focus on improving the efficiencies within our production and distribution facilities, investments in the areas of information technology and maintenance within our plants. The Company's marketing expenses in Mexico have remained constant as a percentage of sales, at approximately 4.4% of total revenues.

The combination of improved volumes and pricing, and lower cost of sales as a percentage of total sales resulted in operating profit increases of 38.8% for 2000 and 30.0% for fourth quarter over the comparable 1999 periods.

EBITDA reached Ps. 3.687 billion, a 32.6% increase over 1999. Fourth quarter EBITDA of Ps.1.067 billion represented an increase of 30.8% over the comparable period in 1999.

ARGENTINE OPERATING RESULTS

Sales volume in Buenos Aires declined by 3.6% during 2000 and the Company recorded a 6.4% decline in volume during Fourth quarter. As prices continued to be pressured by the weak economic environment and the growth in the low-price soft-drink segment of the market, Coca-Cola FEMSA recorded price declines of 7.6% during the fourth quarter 2000, driving full year 2000 prices down to an average price per unit case to A$2.93. The combined effect was a decrease in total revenues of 7.7% for full year 2000 and 12.8% for fourth quarter.

"As you are all aware, we are working to build a product portfolio that allows us to compete in the very challenging Argentine beverage market. Throughout 2000 the low-price flavor segment of the soft-drink category increased significantly in importance and with brand Taí, we entered that segment in September. Our strategy is to have a quality, low-cost, value protection brand that allow Coca-Cola FEMSA to compete under the current pressures without sacrificing the brand equity of our premium products. As the Argentine economy recovers, we will be well positioned with our market presence and brand equity intact. Also, we launched Hi-C, a Coca-Cola Trademark, during December of 2000. Hi-C is an orange-flavored, juice-based product targeting the children's market. The product is being produced by CICAN[4] and sold and distributed by Coca-Cola FEMSA. As you can see, we are working very closely with The Coca-Cola Company to find economically-sound solutions," stated Mr. Salazar.

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[4] CICAN is an Argentine joint venture owned by several Coca-Cola Bottler. Coca-Cola FEMSA holds a 48.1% interest in CICAN.

In addition to building a product portfolio to successfully compete in the Argentine market, the Company is continuing our efforts to reduce our fixed cost structure. Despite these efforts, lower pricing and volume resulted in a reduction in total revenues for 2000 and in the fourth quarter 2000.

Lower total revenue, combined with increasing sweetener and packaging costs, was only partially offset by improved fixed costs absorption resulting from the closure of one of the two Argentine plants. Gross profits declined by 8.2% and 18.9% for full-year 2000 and fourth quarter, respectively.

Operating income as a percentage of total revenue (operating margin) decreased by 90 basis points in 2000, driven by the 339 basis point decline in fourth quarter. This decline was primarily due to lower volume and pricing and one-time expenses related to the closing of the San Justo plant earlier in the year. The Company expects its margins to improve during 2001 as it continues its efforts in head count reduction. See Argentine Restructure.

Full year 2000 EBITDA of A$54.6 million and fourth quarter EBITDA of A$18.0 million represent decreases of 10.3% and 17.1%, respectively, over the comparable periods in 1999.

Argentine Restructuring

During December 2000 and January 2001, Coca-Cola FEMSA Buenos Aires implemented the initial stage of a restructuring with the lay-off of approximately 3% of the total labor force. In an effort to streamline consolidated Coca-Cola FEMSA administrative costs, the Company is working to eliminate redundancies that exist in its non-operational areas, especially in the areas of accounting, planning and analysis. The Company will continue to look for areas to reduce its fixed expenses in both Mexico and Argentina.

Although the reorganization occurred in 2001, Coca-Cola FEMSA registered a A$5 million reserve in anticipation of these. The Company anticipates a A$4.5 million annual saving as a result of the restructuring.

Product Portfolio Expansion

A very important element of Coca-Cola FEMSA’s growth strategy is to have a strong product portfolio in each of its territories to better meet the specific market needs.

Product	Territory	Category	Presentations	Flavors
TAÍ	Buenos Aires	Low-price Softdrink	2.25 Liter	Orange, Grapefruit, Lemon-Lime
SCHWEPPES CITRUS	Buenos Aires	High-end Softdrink	1.5 Liter	Citrus
SCHWEPPES TONIC	Buenos Aires	High-end Softdrink	1.5 Liter	Tonic
HI-C	Buenos Aires	Juice based beverage	237 ml 1.5 Liter	Orange
CRUSH (Feb. 2001)	Buenos Aires	Low-price Softdrink	2.25 Liter	Orange
BEAT	Valley of Mexico	Premium Energy Drink	250 ml	NA
All are Coca-Cola Company Trademark Products				

Capacity Rationalization

During 2000 the Company closed three plants in its Mexican territories and one plant in the Buenos Aires Territory. At December 31, 1999, total installed capacity of the four closed plants was approximately 135 million unit cases and average capacity utilization was 33.5%. Currently, the Company estimates installed capacity of its remaining 10 plants at 816.4 million unit cases with average capacity utilization at 71% and 55% for the Mexican operations and the Buenos Aires territory, respectively.

In December 2000, Coca-Cola FEMSA began the second phase of its Toluca Plant. The project is expected to be finished by early second half 2001, increasing the current installed capacity of the plant by approximately 60 million unit cases. With Phase II of the plant underway, the Company anticipates the opportunity to rationalize further its current production. The cost of the project is estimated at Ps. 155 million and is included in the Company's Ps. 933 million (US$ 90 million) 2001 capital expenditure budget.

Currency Hedging Policy

During October and November of 2000, the Company unwound approximately 60% of its 2001 hedge program. Specifically, it sold into the open market its entire US$131 million forward contract exposure for 2001. The net cost of unwinding part of the 2001 hedge program amounted to US$3.8 million.

During the months of January and February 2001, some of the dollar option contracts were due for a total of US$15 million. At February 27, 2001, the Company held US$73 million in financial hedging instruments with an average strike price of 10.6.

The Company is also hedged against an Argentine peso devaluation with US$100 million in dollar forward contracts at an average strike price of 1.07 Argentine peso to US dollar (currently the Argentine peso is pegged, 1:1, to the U.S. dollar.

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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 nine bottling facilities in Mexico and one in Buenos Aires and serves more than 275,000 retailers in Mexico and 70,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 3% of The Coca-Cola Company's 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 December 31, 2000. For comparison purposes, 1999 and 2000 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 December 31, 2000 exchange rate of Ps. 9.61 per A$1.00. Also, all comparisons for fourth quarter 2000, ending December 31, 2000, in this report are made against the figures for the comparable period, fourth quarter 1999 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 December 31, 2000 and 1999
Expressed in currency with purchasing power as of December 31, 2000

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2000	1999	% VAR	2000	1999	% VAR	2000	1999	% VAR
Sales volume (millions unit cases)	156.2	144.2	8.3	120.4	105.9	13.7	35.8	38.3	(6.4)
Average unit price per case	28.39	28.33	0.2	28.81	28.02	2.8	2.81	3.04	(7.6)
Net revenues	4,435.3	4,084.8	8.6	3,468.3	2,967.0	16.9	100.6	116.3	(13.5)
Other operating revenues	29.2	22.2	31.5	15.1	14.3	5.6	1.5	0.8	87.5
Total revenues	4,464.5	4,107.0	8.7	3,483.4	2,981.3	16.8	102.1	117.1	(12.8)
Cost of sales	2,152.4	2,074.8	3.7	1,571.7	1,443.4	8.9	60.4	65.7	(8.1)
Gross profit	2,312.1	2,032.2	13.8	1,911.7	1,537.9	24.3	41.7	51.4	(18.9)
Administrative expenses	355.0	288.0	23.3	305.0	238.3	28.0	5.2	5.2	-
Selling expenses	1,050.0	972.0	8.0	794.7	674.4	17.8	26.6	31.0	(14.2)
Operating expenses	1,405.0	1,260.0	11.5	1,099.7	912.7	20.5	31.8	36.2	(12.2)
Goodwill amortization	28.8	30.3	(5.0)	1.8	1.8	-	0.8	0.8	-
Operating income	878.3	741.9	18.4	810.2	623.4	30.0	9.1	14.4	(36.8)
Interest expense	88.0	95.5	(7.9)						
Interest income	50.5	10.3	390.3						
Interest expense, net	37.5	85.2	(56.0)						
Foreign exchange loss	122.3	55.2	121.6						
Gain on monetary position	11.8	(37.6)	(131.4)						
Integral cost of financing	171.6	102.8	66.9						
Other (income) expenses, net	82.1	39.8	106.3						
Income before taxes	624.6	599.3	4.2						
Taxes	181.8	310.0	(41.4)						
Consolidated net income	442.8	289.3	53.1						
Majority net income	442.8	289.3	53.1						
EBITDA (2)	1,240.0	1,025.0	21.0	1,067.3	816.2	30.8	18.0	21.7	(17.1)

(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 - Decmber 2000	3.24%
Argentine Inflation September 2000 -December 2000	-0.50%
Mexican Peso / U.S.Dollar at December 31, 2000	9.610

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the twelve months ended December 31, 2000 and 1999
Expressed in currency with purchasing power as of December 31, 2000

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	2000	1999	% VAR	2000	1999	% VAR	2000	1999	% VAR
Sales Volume(millions unit cases)	582.6	544.2	7.1	461.1	418.1	10.3	121.5	126.1	(3.6)
Average unit price per case	28.32	27.75	2.1	28.36	27.20	4.3	2.93	3.08	(4.9)
Net revenues	16,501.8	15,100.4	9.3	13,074.7	11,373.6	15.0	356.6	387.8	(8.0)
Other operating revenues	83.0	54.8	51.5	45.3	28.7	57.8	3.9	2.7	44.4
Total revenues	16,584.8	15,155.2	9.4	13,120.0	11,402.3	15.1	360.5	390.5	(7.7)
Cost of sales	8,225.7	7,989.5	3.0	6,232.1	5,837.7	6.8	207.5	223.9	(7.3)
Gross profit	8,359.1	7,165.7	16.7	6,887.9	5,564.6	23.8	153.0	166.6	(8.2)
Administrative expenses	1,297.7	1,098.3	18.2	1,102.5	895.7	23.1	20.3	21.1	(3.8)
Selling expenses	4,003.7	3,729.0	7.4	3,011.7	2,668.4	12.9	103.2	110.4	(6.5)
Operating expenses	5,301.4	4,827.3	9.8	4,114.2	3,564.1	15.4	123.5	131.5	(6.1)
Goodwill amortization	117.3	125.5	(6.5)	7.1	7.1	-	3.4	3.3	3.0
Operating income	2,940.4	2,212.9	32.9	2,766.6	1,993.4	38.8	26.1	31.8	(17.9)
Interest expense	335.8	419.7	(20.0)						
Interest income	134.4	50.9	164.0						
Interest expense, net	201.4	368.8	(45.4)						
Foreign exchange loss	342.7	36.3	844.1						
Gain on monetary position	(6.1)	(99.6)	(93.9)						
Integral cost of financing	538.0	305.5	76.1						
Other (income) expenses, net	140.1	71.7	95.4						
Income before taxes	2,262.3	1,835.7	23.2						
Taxes	970.2	791.5	22.6						
Consolidated net income	1,292.1	1,044.2	23.7						
Majority net income	1,292.1	1,044.2	23.7						
EBITDA (2)	4,211.8	3,365.8	25.1	3,686.8	2,780.6	32.6	54.6	60.8	(10.3)

(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 December 99 - December 2000	9.06%
Argentine Inflation December 99 - December 2000	-0.70%
Mexican Peso / U.S.Dollar at December 31, 2000	9.610

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of December 31, 2000 and December 31, 1999
Millions of Mexican pesos (Ps.)
Expressed in currency with purchasing power as of December 31, 2000

ASSETS		2000		1999
Current Assets				
Cash and cash equivalents	Ps.	1,920	Ps.	581
Accounts receivable:				
Trade		639		598
Notes		62		108
Prepaid taxes		4		4
Other		164		91
		869		801
Inventories		505		487
Prepaid expenses		66		41
Total current assets		3,360		1,910
Property, plant and equipment				
Land		783		725
Buildings, machinery and equipment		8,471		8,903
Accumulated depreciation		(2,788)		(2,769)
Construction in progress		269		262
Bottles and cases		320		343
Total property, plant and equipment		7,055		7,464
Investment in shares		211		204
Deferred charges, net		502		487
Goodwill, net		1,639		1,843
TOTAL ASSETS	Ps.	12,767	Ps.	11,908

LIABILITIES & STOCKHOLDERS' EQUITY		2000		1999
Current Liabilities				
Short-term bank loans, notes and interest payable	Ps.	87	Ps.	108
Suppliers		1,386		1,211
Accounts payable and others		550		417
Taxes payable		259		491
Total Current Liabilities		2,282		2,227
Long-term bank loans		2,936		3,130
Pension plan and seniority premium		161		158
Other liabilities		978		117
Total Liabilities		6,357		5,632
Stockholders' Equity				
Minority interest		0		0
Majority interest:				
Capital stock		2,147		2,147
Additional paid in capital		1,511		1,511
Retained earnings of prior years		3,978		4,012
Net income for the period		1,292		1,044
Cumulative results of holding				
non-monetary assets		(2,518)		(2,438)
Total majority interest		6,410		6,276
Total stockholders' equity		6,410		6,276
TOTAL LIABILITIES & EQUITY	Ps.	12,767	Ps.	11,908

Mexican Inflation December 1999 - December 2000	8.91%
Argentine Inflation December 1999 - December 2000	-0.80%
Mexican Peso / U.S.Dollar at December 31, 2000	9.61

Selected Information

For the twelve months ended December 31, 2000

Expressed in Pesos as of December 31, 2000

	2000
Depreciation (1)	822.6
Amortization and others	448.9
Capital Expenditures (2)	895.0

(Includes good will amortization) (1)

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

Sales Volume Information

Expressed in millions of unit cases

	2000	1999
Mexico	461.1	418.1
Valley of Mexico	343.5	316.9
Southeast	117.6	101.2
Buenos Aires	121.5	126.1
Total	582.6	544.2

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2000	1999
Mexico	76/22/2	76/22/2
Valley of Mexico	77/21/2	76/22/2
Southeast	74/22/4	74/21/5
Buenos Aires	76/23/1	76/23/1
Total	76/22/2	76/22/2

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2000	1999
Mexico	44/56	45/55
Valley of Mexico	42/58	41/59
Southeast	50/50	57/43
Buenos Aires	10/90	10/90
Total	37/63	37/63

For the three months ended December 31, 2000

Expressed in Pesos as of December 31, 2000

	2000
Depreciation (1)	246.8
Amortization and others	115.0
Capital Expenditures (2)	281.0

(Includes good will amortization) (1)

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

Sales Volume Information

Expressed in millions of unit cases

	2000	1999
Mexico	120.4	105.9
Valley of Mexico	89.9	79.9
Southeast	30.5	26.0
Buenos Aires	35.8	38.3
Total	156.2	144.2

Product Mix by Brand

(Colas / Flavors / Water)

Expressed as a percentage of total volume

	2000	1999
Mexico	77/21/2	76/22/2
Valley of Mexico	78/20/2	77/22/1
Southeast	75/21/4	75/20/5
Buenos Aires	72/27/1	76/23/1
Total	77/21/2	76/22/2

Product Mix by Presentation

(Returnable / Non Returnable)

Expressed as a percentage of total volume

	2000	1999
Mexico	44/56	44/56
Valley of Mexico	42/58	41/59
Southeast	48/52	54/46
Buenos Aires	9/91	10/90
Total	36/64	35/65