NEWS RELEASE

FOR IMMEDIATE RELEASE

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Coca-Cola FEMSA Announces Improved Earnings Growth For Fourth Quarter and Full Year 1999

FOURTH QUARTER 1999

- Comparable consolidated unit case volume increased 2.8%; 2.8% for the Mexican operations and 3.0% in Buenos Aires, as compared to fourth quarter 1998
- Consolidated operating income increased 34.7%; the combined effect of a 52.2% increase for the Mexican operations and a 13.1% decline in Buenos Aires, as compared to fourth quarter 1998
- Consolidated EBITDA reached Ps. 957.2 million, representing an increase of 29.0% over fourth quarter 1998
- Majority net income increased 0.9% for fourth quarter 1999, reaching Ps.273.2 million or EPS of Ps. 0.19 (US$0.20 per ADR).

FULL YEAR 1999

- Consolidated unit case volume increased 4.7% in 1999 on top of a sales volume increase of 18.6% in 1998
- Consolidated operating profit reached Ps. 2.056 billion with an operating margin of 14.5%, an expansion of 166 basis points over 1998
- Consolidated EBITDA increased by 19.8% over 1998 reaching Ps. 3.136 billion in 1999
- Majority net income increased 40.9% for 1999, reaching Ps.976.7 million or EPS of Ps. 0.69 (US$0.72 per ADR)

Mexico City (February 3, 2000) - 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 full year 1999 and the three-month period ended December 31, 1999. 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, 1999. For comparison purposes, 1998 and 1999 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, 1999 exchange rate of Ps. 9.495 per A$1.00. Also, all comparisons for full year 1999 and fourth quarter 1999 -both ending December 31, 1999- in this report are made against the figures for the comparable periods in 1998 unless otherwise noted.

"The year 1999 was another year of strong growth for Coca-Cola FEMSA. Despite many challenges during the year, including a deceleration of the Argentine economy and lower than expected consumer consumption in the Mexican market, the Company showed improvement in volumes and cash operating profit," stated Carlos Salazar, Chief Executive Officer.

"As I join the very capable management team of Coca-Cola FEMSA, my focus is on building upon the Company's impressive past results; creating growth opportunities and working to increase the Company's productivity further. Also, I feel that as an anchor bottler, there is fantastic growth potential going forward for us. After several recent communications with The Coca-Cola Company, I am optimistic that we are aligning ourselves and are well positioned to grow the profitability of the Coca-Cola System as a whole," continued Mr. Salazar.

CONSOLIDATED RESULTS

Full year 1999 consolidated volume grew 20.9 million unit cases (MUC) on a comparable basis and 24.7 million unit cases including the Pilar sales volume of the first five months of the year.[1,2]. In fourth quarter 1999, consolidated volume grew 2.8% over the comparable period of 1998. During both the year and the fourth quarter, company-wide volume growth and favorable pricing in the Mexican territories offset declining, year over year, average unit case pricing in Buenos Aires. The results were a 4.5% and 2.8% improvement in consolidated total sales for the year and fourth quarter, respectively.

Although Argentine prices pressured the Company's revenues, the combination of (i) strong pricing in the Valley of Mexico Territory, (ii) favorable packaging costs in dollar terms, (iii) the strengthening of the Mexican peso, (iv) improved volumes in all territories, and v) advancements made in operating efficiencies, resulted in improved profitability. Full year 1999 consolidated operating income increased 18.1% while fourth quarter consolidated operating income increased a significant 34.7% over the comparable 1998 periods.

Integral cost of financing reached Ps. 278.6 million for 1999 and Ps. 93.6 million for the fourth quarter.[3] Full year 1999 compared favorably with the Ps. 384.9 expense experienced in 1998. However, fourth quarter financing costs measured unfavorably to the Ps. 54.3 million gain registered fourth quarter 1998.

- Net interest expense decreased by 29.7% for full year 1999 and by 36.3% for the fourth quarter, primarily due to the appreciation of the Mexican peso and the Company's lower debt levels. During 1999, Coca-Cola FEMSA paid down a net US$95.3 million of bank debt.
- The gain on monetary position decreased by 55.3% and 76.9% in full year and the fourth quarter 1999 as compared to 1998. The change reflected the Company's lower debt position, considerably lower Mexican inflation, and deflation recorded in Argentina.
- Notwithstanding the 3.9% appreciation of the Mexican peso against the U.S. dollar during 1999, the Company reported a foreign exchange loss of Ps. 33.3 million. The exchange loss was largely due to losses generated by the Company's investment in dollar-forward contracts. Beginning in June 1999, the Company began hedging its foreign exchange exposure presented primarily by dollar-denominated non-returnable packaging requirements through these contracts. As the spread between the strike price and the exchange rate at the end of each period widened during the year, the loss increased and was the primary cause of the 50.7 million loss experienced during the fourth quarter.

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1 The unit case is a unit measurement equal to 24 eight-once servings.
2 On June 1, 1998, Coca-Cola FEMSA Buenos Aires entered in to a franchise agreement with The Coca-Cola Company covering the Pilar area, located within Greater Buenos Aires.
3 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.

Other expenses for full year 1999 and fourth quarter 1999 reached Ps. 67.0 million and Ps. 37.2 million, respectively. These expenses were primarily related to the continued efforts of the Company to rationalize its operations and a work force reduction both in operations and in the corporate office *(See Company Reorganization*).

KOF recognized consolidated income tax, tax on assets and employee profit sharing expense of Ps.733.5 million and Ps. 287.9 million for the year and the fourth quarter 1999, respectively. The average annual effective tax rate increased from 38% to 43%. The increase was primarily due to: (i) the absence of the 1998 tax benefit of accelerated depreciation correspondent to the initial investment in the Toluca plant and other fixed assets during that year, (ii) higher non-deductible expenses including the write-off of fixed assets, iii) the depletion of tax loss carryforwards in Argentina as of December 1998, and (iv) changes in the Mexican and Argentine tax laws.

Consolidated net income increased by 40.9% for full year 1999 and 0.9% for fourth quarter 1999. Net income per share reached Ps. 0.69 (US$0.72 per ADR) and Ps. 0.19 (US$0.20 per ADR).

Consolidated EBITDA[4] grew 19.8% and 29.0% for full year 1999 and fourth quarter 1999 as compared to the respective periods in 1998.

MEXICAN OPERATING RESULTS

Sales volume for the Mexican operations reached 418.1 MUC, a 4.2% improvement over 1998 volume. Fourth quarter 1999 sales volume reached 105.9 MUC, an increase of 2.8% over fourth quarter 1998.

As part of Coca-Cola FEMSA's price segmentation strategy, the Company implemented several price increases during 1999, resulting in a 2.6% and 4.0% real price increase for the Mexican Territories for 1999 and fourth quarter 1999, respectively. The combination of improved volume and real pricing resulted in a 7.0% increase in total revenues for full year 1999 and a 7.1% increase for fourth quarter 1999.

"Mexican volumes were impacted by the aggressive price increases during the fourth quarter. Most notable we raised prices in the Valley of Mexico Territory 12.1% on a weighted average during November 1999. We definitely experienced a slow down throughout the month of November in that territory, but saw a pick up in sales volumes during December. Going forward, we are looking to see continued top line improvement as we target an optimal volume and price balance," reported Mr. Hector Treviño, Chief Financial Officer.

"Coca-Cola FEMSA is dedicated to improving pricing model of our products through channel marketing and segmentation of our markets. Within this strategy, we are restructuring the pricing model to better represent the value-based pricing of key brands and packages according to the channel, market and demand. This segmentation strategy is still in the early stages of implementation, but I feel the Company has progressed significantly during the past year," added Mr. Salazar.

Gross profit improved by 11.8% and 20.4% for full year and fourth quarter 1999, respectively. During the year, lower costs of both dollar- and peso-denominated raw material costs and a

4 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.

3.9% appreciation of the Mexican peso worked to increase the gross profit margin by 2.1 percentage points over full year 1998.[5] These variables, combined with the real price increases during the fourth quarter, resulted in a 5.8 percentage point increase in the quarter's gross margin.

As a percent of total sales, selling and administrative expenses for both full year and fourth quarter increased 100 and 50 basis points, respectively, as compared to 1998[6]. In addition to the increased expenses incurred in order to accommodate the addition volume being sold, because of our continued focus on improving the efficiencies within our production and distribution facilities, we increased our 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 slightly less than 4.5% of total sales.

The combination of improved volumes and pricing, lower cost of sales as a percentage of total sales, resulted in operating profit increases of 17.7% for 1999 and 52.2% for fourth quarter over the comparable 1998 periods.

EBITDA reached Ps. 2.553 billion, a 21.4% increase over 1998. Fourth quarter EBITDA of Ps.749.4 million represented an increase of 42.6% over the comparable period in 1998.

ARGENTINA OPERATING RESULTS

Comparable sales volume in Buenos Aires grew 3.4% during 1999 and 6.5% including sales volume of the Pilar area acquisition. Fourth quarter sales volume grew 3.0% as compared to fourth quarter 1998 (including Pilar sales volume for both 1999 and 1998). Pricing in the Company's Buenos Aires territory was down 6.1% in real terms in 1999 compared to 1998 and down 8.1% in real terms for the fourth quarter in comparison with the same period in 1998.

"We are extremely pleased with the Company's performance in Buenos Aires during 1999. Within the challenging environment we saw good growth in operating profitability measured by the 13.4% increase in cash operating profits for the year. The improvement is a perfect example of how important incremental volume is to KOFBA's operations. The additional 8.3 MUC that came from the Pilar area were an important element in the increased profits gained within the territory," stated Mr. Salazar.

The difficult pricing environment was only partially offset by volume growth and full year 1999 total revenues lagged 1998 revenues by 1.7%. And although average pricing for the fourth quarter reached $3.06, an improvement over the average price during third quarter of A$3.02, year over year average pricing decreased by 8.1%. This decrease along with a decrease in other revenues resulted in a 6.2% decrease in fourth quarter 1999 total revenues.

The gross profit margin increased by 260 basis points for the year and 131 basis points for the fourth quarter 1999 over the comparable periods in 1998. The primary drivers of the margin expansion were: (i) improved economies of scale gained through incremental volume growth, (ii) lower raw material costs, and, (iii) the benefit of a price reduction of product purchased from Complejo Industrial CAN, S.A. ("CICAN").[7]

During 1999, operating income reached A$32.1 million, an increase of 11.5% over 1998 and the most profitable twelve months the Company has experienced since entering the territory in September 1994. For the fourth quarter, operating profits reached A$14.6, million a decrease

5 Coca-Cola FEMSA measures gross profit margin as gross profit to net sales.

6 Excluding the extraordinary Ps. 51.1 million fixed asset write-off reported in Fourth Quarter 1998.

7 CICAN is a joint venture between participating Coca-Cola bottlers in Argentina, Uruguay, and Paraguay. KOF, through its operating subsidiary, Coca-Cola FEMSA Buenos Aires, S.A, owns approximately 48.1% equity interest in CICAN. As a result of the price reduction, KOF's cost of sales was reduced while profits received by the Company, as a CICAN shareholder, were reduced.

of 13.1%. The deceleration in profitability growth during the fourth quarter is due to the important decrease in pricing.

Full year 1999 EBITDA of A$61.4 million and fourth quarter EBITDA of A$21.9 million represent increases of 13.4% and a decrease of 3.9%, respectively, over the comparable periods in 1998.

Company Reorganization

In 1999, Coca-Cola FEMSA conducted an in-depth study on its organizational structure. During December 1999 and January 2000, the Company began to implement the reorganization of its management structure in order to streamline both corporate and operational structures in an effort to eliminate redundancies and increase efficiencies.

"Our reorganization was not focused on downsizing, but rather to better align our organizational structure with our operations. The headcount reduction is expected to be less than 1% of our total workforce. What we are striving for is to move the decision making power as close to the market and create a more agile and efficient company," stated Mr. Salazar.

Although the majority of the reduction occurred during 2000, under Mexican generally accepted accounting principles, the Company is able to include the expense in the 1999 financial results as Other Expenses.

Coca-Cola FEMSA recorded a Ps.15 million expense during fourth quarter 1999 as a consequence to the reorganization. The savings on payroll alone are estimated at Ps.7 million per annum.

Bulletin D4- Treatment of Deferred Taxes

In December 1999, the Mexican Institute of Public Accountants issued a revised Bulletin D4, "Accounting for Income Taxes, Tax on Assets and Employee Profit Sharing," mandating that all Mexican companies, as of January 1,2000, to record the deferred tax effect generated by the differences of financial and fiscal accounting.

If the Company had adopted the new standard in 1999, it would have recognized a deferred tax liability of Ps. 842.4 million and a reduction in shareholders' equity of the same amount. The effect on the majority net income of the year would have been an increase in the income tax and tax on assets provision of Ps. 70.6 million, and an additional gain on monetary position of Ps. 106.3. The cumulative effect of adopting this new standard as of January 1, 2000 will be recorded as an adjustment to retained earnings as of that date.

It is important to note that the above-mentioned effects of the new standard on the majority net income of the Company, as if the standard had been adopted in 1999 may not necessarily be representative of the actual effects on the majority net income in the future, as such effects will depend on future temporary differences.

The effects of the adoption of this new standard on the Company's Mexican GAAP financial statements with respect to income tax and tax on assets is expected to be similar to the effects of the application of Statement of Financial Accounting Standards No. 109 " Accounting for Income Tax" (SFAS No. 109) from US GAAP. However, the new bulletin will not require the recognition of deferred employee profit sharing.

For historical reconciliation refer to Note 20d, "Differences between Mexican and US GAAP-Deferred Income Taxes and Employee Profit Sharing" of the Company's Annual Report.

Argentine Excise Tax

At December 31, 1999, the Argentine government passed a tax bill containing an increase in the excise tax paid on soft-drinks. The bill mandated a four-percent increase in the "cola tax," changing the existing rate of four-percent to eight-percent, and on flavored soft-drinks and bottled water a tax of four percent.

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This news release may contain forward-looking statements concerning Coca-Cola FEMSA 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.

Coca-Cola FEMSA, S.A. de C.V., is a joint venture between Grupo Industrial Emprex, S.A. de C.V. ("Emprex"), a 99%-owned subsidiary of Fomento Económico Mexicano, S.A. de C.V. ("FEMSA"), Mexico's largest beverage company, and Inmex Corporation, a wholly owned subsidiary of The Coca-Cola Company. KOF 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 12 bottling facilities in Mexico and two in Buenos Aires and serves more than 245,000 retailers in Mexico and more than 65,000 retailers in the greater Buenos Aires area. Coca-Cola FEMSA currently accounts for approximately 3.5% of The Coca-Cola Company's global sales, 24% of all Coca-Cola sales in Mexico and approximately 38% of all Coca-Cola sales in Argentina. The Coca-Cola Company owns a 30% equity interest in Coca-Cola FEMSA.

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the three months ended December 31, 1999 and 1998
Expressed in currency with purchasing power as of December 31, 1999

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	1999	1998	% VAR	1999	1998	% VAR	1999	1998	% VAR
Sales volume (millions unit cases)	144.19	140.20	2.8	105.90	103.01	2.8	38.29	37.19	3.0
Average unit price per case	26.61	26.55	0.2	25.72	24.72	4.0	3.06	3.33	(8.1)
Net Sales	3,837.0	3,722.1	3.1	2,723.8	2,546.6	7.0	117.2	123.8	(5.3)
Other operating revenues	21.1	29.4	(28.2)	13.1	9.1	44.0	0.9	2.1	(57.1)
Total revenues	3,858.1	3,751.5	2.8	2,736.9	2,555.7	7.1	118.1	125.9	(6.2)
Cost of sales	1,953.9	2,073.7	(5.8)	1,325.1	1,383.3	(4.2)	66.2	72.7	(8.9)
Gross profit	1,904.2	1,677.8	13.5	1,411.8	1,172.4	20.4	51.9	53.2	(2.4)
Administrative expenses	268.3	230.4	16.4	218.8	185.9	17.7	5.2	4.7	10.6
Selling expenses	915.5	851.0	7.6	619.0	557.6	11.0	31.2	30.9	1.0
Operating expenses	1,183.8	1,081.4	9.5	837.8	743.5	12.7	36.4	35.6	2.2
Goodwill amortization	28.5	31.7	(10.1)	1.6	1.6	-	0.9	0.8	12.5
Fixed asset adjustment	-	51.1	(100.0)	-	51.1	(100.0)	-	-	-
Operating income	691.9	513.6	34.7	572.4	376.2	52.2	14.6	16.8	(13.1)
Interest expense, net	77.4	121.6	(36.3)						
Foreign exchange loss	50.7	(26.8)	(289.2)						
Result on monetary position	(34.5)	(149.1)	(76.9)						
Integral cost of financing	93.6	(54.3)	(272.4)						
Other (income) expenses, net	37.2	108.2	(65.6)						
Income before taxes	561.1	459.7	22.1						
Taxes	287.9	188.9	52.4						
Consolidated net income	273.2	270.8	0.9						
Majority net income	273.2	270.8	0.9						
EBITDA (2)	957.2	741.8	29.0	749.4	525.6	42.6	21.9	22.8	(3.9)

(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 99 - December 99	3.55%
Argentine Inflation september 99 - December 99	-0.20%
Mexican Peso / U.S.Dollar at December 31, 1999	9.495

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
INCOME STATEMENT
For the twelve months ended December 31, 1999 and 1998
Expressed in currency with purchasing power as of December 31, 1999

	Consolidated			Mexican Operations			Buenos Aires Operation		
	(Millions of Mexican Pesos) (1)						(Millions of Argentine Pesos) (1)		
	1999	1998	% VAR	1999	1998	% VAR	1999	1998	% VAR
Sales Volume(millions unit cases)	544.25	519.60	4.7	418.11	401.15	4.2	126.14	118.45	6.5
Average unit price per case	26.01	25.95	0.2	24.98	24.34	2.6	3.10	3.30	(6.1)
Net Sales	14,155.0	13,481.3	5.0	10,443.2	9,765.7	6.9	390.9	391.3	(0.1)
Other operating revenues	52.4	108.7	(51.8)	26.3	22.6	16.4	2.8	9.1	(69.2)
Total revenues	14,207.4	13,590.0	4.5	10,469.5	9,788.3	7.0	393.7	400.4	(1.7)
Cost of sales	7,503.3	7,520.0	(0.2)	5,360.2	5,218.6	2.7	225.7	242.4	(6.9)
Gross profit	6,704.1	6,070.0	10.4	5,109.3	4,569.7	11.8	168.0	158.0	6.3
Administrative expenses	1,024.2	879.4	16.5	822.5	695.6	18.2	21.2	19.4	9.3
Selling expenses	3,506.4	3,273.1	7.1	2,450.0	2,261.8	8.3	111.3	106.5	4.5
Operating expenses	4,530.6	4,152.5	9.1	3,272.5	2,957.4	10.7	132.5	125.9	5.2
Goodwill amortization	117.7	125.3	(6.1)	6.5	6.5	-	3.4	3.3	3.0
Fixed asset adjustment	-	51.1	(100.0)	-	51.1	(100.0)	-	-	-
Operating income	2,055.8	1,741.1	18.1	1,830.3	1,554.7	17.7	32.1	28.8	11.5
Interest expense, net	336.8	479.3	(29.7)						
Foreign exchange loss	33.3	110.3	(69.8)						
Result on monetary position	(91.5)	(204.7)	(55.3)						
Integral cost of financing	278.6	384.9	(27.6)						
Other (income) expenses, net	67.0	234.5	(71.4)						
Income before taxes	1,710.2	1,121.7	52.5						
Taxes	733.5	428.5	71.2						
Consolidated net income	976.7	693.2	40.9						
Majority net income	976.7	693.2	40.9						
EBITDA (2)	3,135.9	2,617.0	19.8	2,552.9	2,103.4	21.4	61.4	54.1	13.4

(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 98 - December 99	12.46%
Argentine Inflation December 98 - December 99	-1.45%
Mexican Peso / U.S.Dollar at December 31, 1999	9.495

Coca-Cola FEMSA, S.A. de C.V. and Subsidiaries
Consolidated Balance Sheet
As of December 31, 1999 and December 31, 1998
Millions of Mexican pesos (Ps.)
Expressed in currency with purchasing power as of December 31, 1999

ASSETS		1999		1998
Current Assets				
Cash and cash equivalents	Ps.	552	Ps.	187
Accounts receivable:				
Trade		566		516
Notes		104		58
Prepaid taxes		4		24
Other		87		152
		761		750
Inventories		457		468
Prepaid expenses		40		61
Total current assets		1,810		1,466
Property, plant and equipment				
Land		679		681
Buildings, machinery and equipment		8,333		8,096
Accumulated depreciation		(2,610)		(2,305)
Construction in progress		241		436
Bottles and cases		318		342
Total property, plant and equipment		6,961		7,250
Investment in shares		197		167
Deferred charges, net		462		489
Goodwill, net		1,727		2,067
TOTAL ASSETS	Ps.	11,157	Ps.	11,439

LIABILITIES & STOCKHOLDERS' EQUITY		1999		1998
Current Liabilities				
Short-term bank loans, notes and interest payable	Ps.	100	Ps.	1,273
Suppliers		1,140		877
Accounts payable and others		394		314
Taxes payable		461		139
Total Current Liabilities		2,095		2,603
Long-term bank loans		2,875		3,386
Pension plan and seniority premium		148		135
Other liabilities		110		80
Total Liabilities		5,228		6,204
Stockholders' Equity				
Minority interest		0		0
Majority interest:				
Capital stock		1,972		1,801
Additional paid in capital		1,387		1,558
Retained earnings of prior years		3,709		3,191
Net income for the period		977		693
Cumulative results of holding non-monetary assets		(2,117)		(2,008)
Total majority interest		5,928		5,235
Total stockholders' equity		5,928		5,235
TOTAL LIABILITIES & EQUITY	Ps.	11,156	Ps.	11,439

Mexican Inflation December 98 - December 99	12.46%
Argentine Inflation December 98 - December 99	-1.45%
Mexican Peso / U.S.Dollar at December 31, 1999	9.495

Selected Information

Capital Expenditures
(Includes Bottles and Cases and excludes Deferred Charges)
For the twelve months ended December 31, 1999
Expressed in Pesos as of December 31, 1999

	1999
Total	854.7

Capital Expenditures
(Includes Bottles and Cases and excludes Deferred (
For the three months ended December 31, 1999
Expressed in Pesos as of December 31, 1999

	1999
Total	264.6

Sales Volume Information
For the twelve months ended December 31, 1999 and 1998
Expressed in millions of unit cases

	1999	1998
Mexico	418.11	401.15
Buenos Aires	117.85	113.86
Pilar Area	8.29	4.59
Total	544.25	519.60

Sales Volume Information
For the three months ended December 31, 1999 and 199ξ
Expressed in millions of unit cases

	1999	1998
Mexico	105.90	103.01
Buenos Aires	35.89	34.64
Pilar Area	2.40	2.55
Total	144.19	140.20

Product Mix by Brand
(Colas / Flavors / Water)
For the twelve months ended December 31, 1999 and 1998
Expressed as a percentage of total volume

	1999	1998
Mexico	76/22/02	75/22/03
Buenos Aires	76/23/01	77/22/01
Total	76/22/02	75/22/03

Product Mix by Brand
(Colas / Flavors / Water)
For the three months ended December 31, 1999 and 199ξ
Expressed as a percentage of total volume

	1999	1998
Mexico	76/22/02	77/21/02
Buenos Aires	75/24/01	76/23/01
Total	76/22/02	77/21/02

Product Mix by Presentation
(Returnable / Non Returnable)
For the twelve months ended December 31, 1999 and 1998
Expressed as a percentage of total volume

	1999	1998
Mexico	45/55	51/49
Buenos Aires	10/90	11/89
Total	37/63	42/58

Product Mix by Presentation
(Returnable / Non Returnable)
For the three months ended December 31, 1999 and 199ξ
Expressed as a percentage of total volume

	1999	1998
Mexico	44/56	47/53
Buenos Aires	10/90	09/91
Total	35/65	37/63