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Femsa Opens Two More Coca-cola Bottling Plants

by Steven Ranieri

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Fomento Economico Mexicano (FEMSA), Grupo Visa's soft drink division, recently opened two new bottling plants and three distribution warehouses. FEMSA executives said total investment came to US\$54.3 million for two Coca-Cola bottlers, one located in Mexico state, and the other in Juchitan, Oaxaca. FEMSA now has 14 Coca-Cola bottling operations, and 45 distribution centers. The new plants are expected to raise output by 30%, and will employ 1,500 people. (Source: El Financiero International, 08/24/92)

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