

## PRESS RELEASE

### Arca Continental strengthens operations in Argentina

- *Arca Continental invests over US\$20 million in a newly inaugurated HotFill production line at the Salta plant, producing carbonated, as well as hot or cold still beverages.*



Arturo Gutierrez, Chief Operating Officer of Arca Continental and Alejandro Gonzalez Quiroga, Director of ArcaContinental Sudamerica inaugurate a new production HotFill line in Salta, Argentina, joined by the Governor of the Province of Salta, Dr. Juan Manuel Urtubey, and other local authorities.

**Salta, Argentina, May 22, 2014** – Arca Continental S.A.B (“Arca Continental”) (BMV: AC), the second-largest Coca-Cola bottler in Latin America, today announced it inaugurated a new and state-of-the-art production HotFill line in its Salta plant, for carbonated, as well as hot or cold still beverages.



The Governor of the Province of Salta attended the inauguration event, Dr. Juan Manuel Urtubey, the mayor of Salta, Mr. Miguel Isa, and the minister of Environment and Sustainable Production, Dr. Baltasar Saravia.

The total investment was over US\$ 20 million, whereas the Salta plant increases its capacity and operating flexibility in order to reach increasing demand in hot-filled beverages, such as Powerade, Cepita juices and Fuze

Tea, enabling the expansion of the portfolio in order to fulfill the dynamic needs of the Argentine consumer.

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This investment is added to the US\$ 40 million invested in 2013 as part of a strategic plan to reinforce productive operations in the country, which will continue throughout the several operating units the company has in the north of Argentina.

Mr. Alejandro Gonzalez Quiroga, Director of the South America region, stated “as part of our sustainable growth vision in each of the markets we work in, we are expanding and modernizing our production capacity in the region, always with state-of-the-art technology and always with the objective of capturing opportunities presented to the company and exceed customer expectations with affordable products and packages for all the people.”

These investments reiterate Arca Continental’s commitment to Argentina and its dedication to further economic growth in the communities in which it operates, as well as the continuous improvement of its product portfolio and services to clients.

### **About Arca Continental**

*Arca Continental produces, distributes and sells non-alcoholic beverages under The Coca-Cola Company brand, as well as snacks under the brands of Bokados in Mexico, Inalecsa in Ecuador and Wise in the U.S. With an outstanding history spanning more than 87 years, Arca Continental is the second-largest Coca-Cola bottler in Latin America and one of the largest in the world. Within its Coca-Cola franchise territory, the Company serves over 53 million consumers in Northern and Western Mexico, Ecuador and Northern Argentina. The Company’s shares trade on the Mexican Stock Exchange under the ticker symbol “AC”. For more information, visit [www.arcacontal.com](http://www.arcacontal.com)*