

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):  
February 17, 2000

THE COCA-COLA COMPANY  
(Exact name of Registrant as specified in its charter)

|  |  |  |
|--|--|--|
| Delaware<br>(State or other<br>jurisdiction<br>of incorporation) | 001-02217<br>(Commission<br>File Number) | 58-0628465<br>(IRS Employer<br>Identification No.) |
|--|--|--|

|   |                     |
|---|---------------------|
| One Coca-Cola Plaza<br>Atlanta, Georgia<br>(Address of principal executive offices) | 30313<br>(Zip Code) |
|---|---------------------|

Registrant's telephone number, including area code: (404)676-2121

Item 5. Other Events

On February 17, 2000, The Coca-Cola Company (the "Company") elected Douglas N. Daft as the new Chairman of the Board of Directors and Chief Executive Officer of the Company. He succeeds M. Douglas Ivester, who retired effective the same date. The Board also elected Jack L. Stahl as the Company's President and Chief Operating Officer.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE COCA-COLA COMPANY

(REGISTRANT)

Date: February 17, 2000

By: /s/ Gary P. Fayard  
Gary P. Fayard  
Senior Vice President and  
Chief Financial Officer