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SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 11-K

[X] ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934
For the fiscal year ended December 31, 1999

OR

[] TRANSITION REPORT PURSUANT TO SECTION 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934
For the transition period from _____ to _____

Commission File No. 001-02217

THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN
(Full title of the plan)

THE COCA-COLA COMPANY
(Name of issuer of the securities held pursuant to the plan)

One Coca-Cola Plaza
Atlanta, Georgia 30313
(Address of the plan and address of issuer's principal executive offices)

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THE COCA-COLA COMPANY
THRIFT & INVESTMENT PLAN
FINANCIAL STATEMENTS
FOR THE YEARS ENDED
DECEMBER 31, 1999 AND 1998
TOGETHER WITH INDEPENDENT AUDITORS' REPORT

THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Financial Statements and Schedules
For the Years Ended December 31, 1999 and 1998

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Administrative Committee of
The Coca-Cola Company
The Coca-Cola Company
Atlanta, Georgia

Independent Auditors' Report

We have audited the accompanying statements of net assets available for benefits of The Coca-Cola Company Thrift & Investment Plan (the "Plan") as of December 31, 1999 and 1998 and the related statement of changes in net assets available for benefits for the year ended December 31, 1999. These financial statements are the responsibility of the Plan's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the net assets available for benefits of The Coca-Cola Company Thrift & Investment Plan as of December 31, 1999 and 1998 and the changes in net assets available for benefits for the year ended December 31, 1999, in conformity with generally accepted accounting principles.

Our audits were performed for the purpose of forming an opinion on the basic financial statements taken as a whole. The supplemental schedules of assets held for investment purposes at end of year and reportable transactions are presented for purposes of additional analysis and are not a required part of the basic financial statements but are supplemental information required by the Department of Labor's Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974. These supplemental schedules are the responsibility of the Plan's management. The supplemental schedules have been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, are fairly stated in all material respects in relation to the basic financial statements taken as a whole.

/s/ BANKS, FINLEY, WHITE & CO.

June 26, 2000

THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Statements of Net Assets Available for Benefits
December 31, 1999 and 1998

	1999	1998
	----	----
ASSETS		
Cash	\$ 346,847	\$ 52,598
Investments (Note 3)	2,148,700,812	2,520,564,484
Due from brokers for securities sold	100,094	136,029
Accrued interest receivable	51,565	210,769
	-----	-----
Total assets	2,149,199,318	2,520,963,880
	-----	-----
LIABILITIES		
Accrued expenses	-	23,065
Due to brokers for securities purchased	219,799	2,043,646
	-----	-----
NET ASSETS AVAILABLE FOR BENEFITS	\$2,148,979,519	\$2,518,897,169
	=====	=====

The accompanying notes are an integral part of the financial statements.

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THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Statement of Changes in Net Assets Available for Benefits
For the Year Ended December 31, 1999

ADDITIONS TO NET ASSETS ATTRIBUTED TO:

Investment Income:	
Dividend income	\$ 20,536,805
Interest income	8,909,613

Total investment income	29,446,418

Contributions:	
Employer	18,383,166
Participants	54,561,839
Rollovers from other qualified plans	4,891,038

Total contributions	77,836,043

Total additions	107,282,461

DEDUCTIONS TO NET ASSETS ATTRIBUTED TO:

Net depreciation in fair value of investments (Note 3)	247,192,416
Distributions to Participants	229,939,587
Administrative expenses	68,108

Total deductions	477,200,111

Net decrease in net assets available for benefits	(369,917,650)
Net assets available for benefits, beginning of year	2,518,897,169

NET ASSETS AVAILABLE FOR BENEFITS, END OF YEAR	\$2,148,979,519
	=====

The accompanying notes are an integral part of the financial statements.

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THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Notes to Financial Statements
December 31, 1999 and 1998

NOTE 1 - DESCRIPTION OF PLAN

The Coca-Cola Company Thrift & Investment Plan (the "Plan") is a defined contribution pension plan covering a majority of the domestic employees of The Coca-Cola Company and its participating subsidiaries (the "Company"), with the exception of employees represented by bargaining units which have not negotiated coverage and others listed in the Plan document.

Eligible employees can participate in the Plan after completing three months of service. The election to contribute to the Plan by employees ("Participants") is voluntary. Participant contributions are in the form of payroll deductions with the Company currently contributing an amount equal to 100% of the first 3% of compensation contributed by a Participant, subject to certain limitations imposed by the Internal Revenue Code.

Participants may contribute to the Plan with "Before Tax" dollars or "After Tax"

dollars. "Before Tax" contributions are not subject to current federal income taxes but are subject to Federal Insurance Contributions Act (FICA) taxes. "Before Tax" and "After Tax" contributions are limited in total to 15% of compensation. For 1999, the maximum "Before Tax" annual contribution amount was \$10,000.

Participants may borrow from their account balance subject to certain limitations. Participant loans may be taken from a combination of "Before Tax", "After Tax" and rollover account balances.

All contributions are paid to a trustee and are invested as directed by Participants and the Company. Participants may direct their contributions into any of the following investment funds:

COMPANY STOCK FUND - Common stock of The Coca-Cola Company with some moderate cash and/or cash equivalent holdings for liquidity purposes.

STABLE VALUE FUND - High quality fixed income securities (primarily guaranteed investment contracts) with short to intermediate term maturities.

S&P 500 STOCK FUND - Diversified portfolio of stocks listed on the Standard & Poor's 500 Composite Stock Price Index.

LIFEPATH FUNDS - Five funds maintaining a diversified portfolio of common stocks and bonds. Each fund is designed to maintain a level of risk appropriate to its target date.

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Notes to Financial Statements, Continued

NOTE 1 - DESCRIPTION OF PLAN, CONTINUED

All Company contributions are invested in the Company Stock Fund and are immediately vested to the Participants.

Participants are allowed to roll over account balances from other qualified plans or Individual Retirement Accounts into the Plan. Upon retirement, termination or disability, Participants may choose to receive payment from the Plan in a lump sum distribution, installments or in partial payments (a portion paid in a lump sum, and the remainder paid later).

ADMINISTRATION

The Plan is administered by the Corporate Retirement Plan Administrative Committee of The Coca-Cola Company (the "Committee") which, as administrator, has complete control of and sole discretion over the administration of the Plan. Certain administrative expenses were paid by the Company. Administrative expenses paid by the Plan during 1999 were \$68,108.

PARTICIPANT LOANS

The following applies to Participant loans:

- (a) The maximum amount that a Participant may borrow is the lesser of 50% of their account balance or \$50,000.
- (b) The minimum loan amount is \$1,000.
- (c) The loan interest rate is the prime rate as published in the Wall Street Journal at the inception of the loan.
- (d) The loan repayment period is limited to 60 months for a general purpose loan and 180 months for a loan used to purchase or build a principal residence.

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Notes to Financial Statements, Continued

NOTE 1 - DESCRIPTION OF PLAN, CONTINUED

VALUATION OF PARTICIPANT ACCOUNTS

Participant account balances are valued based upon the number of units of each

investment fund owned by the Participants. Units are revalued on a daily basis to reflect earnings and other transactions. Participant accounts are updated on a daily basis to reflect transactions affecting account balances.

PLAN TERMINATION

The Company expects the Plan to be continued indefinitely but reserves the right to terminate the Plan or to discontinue its contributions to the Plan at any time, by written approval from the Committee. In the event of termination, the Committee may either:

- (a) continue the trust for as long as it considers advisable, or
- (b) terminate the trust, pay all expenses from the trust fund, and direct the payment of Participant account balances, either in the form of lump-sum distributions, installment payments, or any other form selected by the Committee.

Additional information about the Plan is available from the Company's Employee Benefits Department.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

BASIS OF ACCOUNTING

The financial statements of the Plan are maintained on an accrual basis.

USE OF ESTIMATES

The preparation of financial statements in conformity with generally accepted accounting principles requires Plan management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results may differ from those estimates.

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Notes to Financial Statements, Continued

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES, CONTINUED

VALUATION OF INVESTMENTS

Investments are stated at fair value. The investments in common stock of The Coca-Cola Company, the S&P 500 Stock Fund and the LifePath Funds are determined at quoted prices in active markets at the last reported sales price on the last business day of the Plan year. Participant loans are valued based upon remaining unpaid principal balance plus any accrued but unpaid interest.

The guaranteed investment contracts within the Stable Value Fund are reported at contract value, which is equivalent to fair value. Contract value represents contributions made under the contracts, plus earnings, less withdrawals and administrative expenses. These investment contracts are fully-benefit responsive, which means Participants may ordinarily direct the withdrawal or transfer of all or a portion of their investment at contract value. There are no reserves against contract value for credit risk of the contract issuer or otherwise. The weighted-average yield and crediting interest rates for the contracts were both approximately 6.3% for 1999 and 1998.

RECLASSIFICATIONS

Certain reclassifications have been made for the prior year to conform to the current year presentation.

NOTE 3 - INVESTMENTS

During 1999, the Plan's investments (including gains and losses on investments bought and sold, as well as held during the year) appreciated (depreciated) in fair value (as determined by quoted market price) by (\$247,192,416) as follows:

Common stock of The Coca-Cola Company	(\$277,065,375)
Common/collective trust funds	29,872,959

	(\$247,192,416)
	=====

The fair value of individual investments that represent 5% or more of the Plan's net assets at December 31 is as follows:

1999	1998
------	------

Common stock of The Coca-Cola Company \$1,781,499,535* \$2,206,910,387*

* Includes both participant and nonparticipant-directed investments

Notes to Financial Statements, Continued

NOTE 4 - NONPARTICIPANT-DIRECTED INVESTMENTS

Information about the net assets and the significant components of the changes in net assets relating to the nonparticipant-directed investments is as follows:

	December 31, 1999	December 31, 1998
	-----	-----
Net assets, at fair value:		
Common stock of The Coca-Cola Company	\$890,516,512	\$1,111,062,501
	Year ended December 31, 1999	

Changes in net assets:		
Contributions	\$ 18,292,267	
Dividends	10,381,916	
Net depreciation	(146,071,739)	
Distributions to Participants	(100,107,463)	
Transfers to other investment funds	(3,040,970)	

Net decrease in net assets	(\$ 220,545,989)	
	=====	

NOTE 5 - TRANSACTIONS WITH PARTIES-IN-INTEREST

During 1999, the Plan purchased 2,448,873 shares of common stock of The Coca-Cola Company, in market and intra-Plan transactions, with a fair market value of \$147,626,288. During 1999, dividends earned by the Plan on shares of common stock of The Coca-Cola Company were \$20,536,805. As of December 31, 1999 and 1998, the Plan held 30,583,683 and 32,938,961 shares of common stock of The Coca-Cola Company with a fair market value of \$1,781,499,535 and \$2,206,910,387, respectively.

The Plan's Stable Value Fund is managed by Merrill Lynch Asset Management. Merrill Lynch Trust Company is the trustee as defined by the Plan and, therefore, the transactions in the Stable Value Fund qualify as party-in-interest.

Notes to Financial Statements, Continued

NOTE 6 - INCOME TAX STATUS

The Internal Revenue Service has ruled that the Plan qualifies under Section 401(a) of the Internal Revenue Code of 1986 (the "IRC") and is, therefore, not subject to tax under present income tax laws. Once qualified, the Plan is required to operate in conformity with the IRC to maintain its qualification. The Plan obtained its latest determination letter on March 17, 1999, in which the Internal Revenue Service stated that the Plan, as then designed, was in compliance with the applicable requirements of the IRC. The Plan has been amended since receiving the determination letter. However, the Plan administrator and the Plan's tax counsel believe that the Plan is currently designed and being operated in compliance with the applicable requirements of the IRC.

THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Schedule of Assets Held for Investment Purposes at End of Year
December 31, 1999

<TABLE>
<CAPTION>

Identity of issue, borrower, lessor or similar party -----	Description of investment including maturity date, rate of interest, collateral, par, or maturity value -----	Cost ----	Current value** -----
<S>	<C>	<C>	<C>
Common Stock:			
* The Coca-Cola Company	30,583,683 shares of common stock	\$575,260,702	\$1,781,499,535
Short-Term Investments:			
Merrill Lynch	18,401,890 units of Retirement Reserves Fund	18,401,890	18,401,890
Guaranteed Investment Contracts:			
Allstate	7.17% annual interest due 1/31/2001	4,261,663	4,261,663
Bank of America	5.95% annual interest due 9/15/2003	5,014,049	5,014,049
Bank of America	6.17% annual interest due 9/18/2004	5,011,451	5,011,451
Caisse Des Depots	6.53% annual interest due 6/30/2002	8,001,386	8,001,386
Caisse Des Depots	6.44% annual interest due 7/01/2002	8,125,454	8,125,454
Chase Manhattan Bank	6.14% annual interest due 2/15/2000	1,393,924	1,393,924
GE Life & Annuity Assurance Co.	7.04% annual interest due 9/15/2000	4,081,336	4,081,336
J.P. Morgan	5.89% annual interest due 12/25/2001	4,891,058	4,891,058
J.P. Morgan	5.92% annual interest due 2/07/2003	3,765,864	3,765,864
* Party-in-interest			
** Current value is equivalent to contract value for all Guaranteed Investment Contracts			

</TABLE>

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THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Schedule of Assets Held for Investment Purposes at End of Year
December 31, 1999

<TABLE>

<CAPTION>

Identity of issue, borrower, lessor or similar party -----	Description of investment including maturity date, rate of interest, collateral, par, or maturity value -----	Cost ----	Current value** -----
<S>	<C>	<C>	<C>
Guaranteed Investment Contracts, continued:			
John Hancock	7.04% annual interest due 6/15/2000	\$ 4,151,924	\$ 4,151,924
National Westminster Bank	6.44% annual interest due 2/10/2002	8,210,765	8,210,765
National Westminster Bank	6.34% annual interest due 7/19/2003	9,525,654	9,525,654
National Westminster Bank	5.90% annual interest due 10/25/2003	3,569,605	3,569,605
New York Life	6.12% annual interest due 11/17/2003	2,518,812	2,518,812

Rabobank Nederland	5.66% annual interest due 10/25/2002	5,015,995	5,015,995
Sun America	6.08% annual interest due 6/3/2003	2,575,919	2,575,919
TransAmerica	6.23% annual interest due 11/15/2004	809,232	809,232
Union Bank of Switzerland	5.76% annual interest due 1/20/2004	5,654,607	5,654,607
Union Bank of Switzerland	6.99% annual interest due 6/1/2004	4,007,951	4,007,951
Union Bank of Switzerland	6.38% annual interest due 11/15/2004	5,012,569	5,012,569
Westdeutsche Landesbank	6.21% annual interest due 3/17/2003	5,066,064	5,066,064
Westdeutsche Landesbank	6.26% annual interest due 4/25/2003	4,276,744	4,276,744
		-----	-----
Total Guaranteed Investment Contracts		104,942,026	104,942,026
		-----	-----

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THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Schedule of Assets Held for Investment Purposes at End of Year
December 31, 1999

<TABLE>			
<CAPTION>			
Identity of issue, borrower, lessor or similar party	Description of investment including maturity date, rate of interest, collateral, par, or maturity value	Cost	Current value**
-----	-----	----	-----
<S>	<C>	<C>	<C>
Common / Collective Trust Funds:			
Barclay's Global Investors	4,422,001 units of S&P 500 Stock Fund	\$ 78,075,531	\$ 104,359,218
Barclay's Global Investors	983,732 units of LifePath Income Fund	11,999,796	13,221,363
Barclay's Global Investors	895,824 units of LifePath 2010 Fund	12,028,458	14,019,653
Barclay's Global Investors	3,624,107 units of LifePath 2020 Fund	46,700,275	64,291,650
Barclay's Global Investors	566,399 units of LifePath 2030 Fund	9,029,153	10,937,157
Barclay's Global Investors	670,187 units of LifePath 2040 Fund	11,771,162	14,167,753
		-----	-----
Total Common / Collective Trust Funds		169,604,375	220,996,794
		-----	-----
Loans to Participants	Loans with interest rates ranging from 7.13% to 9.50%	N/A	22,860,567
		-----	-----
Total Assets Held for Investment Purposes at End of Year		\$868,208,993	\$2,148,700,812
		=====	=====

</TABLE>

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THE COCA-COLA COMPANY THRIFT & INVESTMENT PLAN

Schedule of Reportable Transactions
For the Year Ended December 31, 1999

<TABLE>
<CAPTION>

Identity of gain party involved (loss)	Description of asset (include interest rate and maturity in case of a loan)	Purchase price	Selling price	Lease rental	Expense incurred with transaction	Cost of asset	Current value of asset on transaction date	Net or
<S> <C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	

CATEGORY (iii) - ANY TRANSACTION WITHIN THE PLAN YEAR INVOLVING SECURITIES OF THE SAME ISSUE IF WITHIN THE PLAN YEAR ANY SERIES OF TRANSACTIONS AGGREGATE TO MORE THAN 5% OF THE CURRENT VALUE OF PLAN ASSETS AT JANUARY 1, 1999.

The Coca-Cola Company	Common stock	\$28,645,626	-	-	\$28,557	\$28,674,183	\$ 28,674,183	
The Coca-Cola \$74,774,424 Company	Common stock	-	\$103,086,217	-	\$62,216	\$28,374,009	\$103,148,433	

THERE WERE NO CATEGORY (i), (ii) OR (iv) REPORTABLE TRANSACTIONS DURING THE YEAR ENDED DECEMBER 31, 1999.

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SIGNATURES

THE PLAN. Pursuant to the requirements of the Securities Exchange Act of 1934, The Coca-Cola Company Corporate Retirement Plan Administrative Committee has duly caused this annual report to be signed on its behalf by the undersigned hereunto duly authorized.

THE COCA-COLA COMPANY
THRIFT & INVESTMENT PLAN
(Name of Plan)

By: /s/ Susan E. Shaw

SUSAN E. SHAW
Member, The Coca-Cola Company
Corporate Retirement Plan
Administrative Committee

Date: June 26, 2000

EXHIBIT INDEX

Exhibit No.	Description
23	Consent of Independent Auditors

EXHIBIT 23

CONSENT OF INDEPENDENT AUDITORS

We consent to the incorporation by reference in the registration statement listed below of our report on the financial statements of The Coca-Cola Company Thrift & Investment Plan included in the Annual Report on Form 11-K of The Coca-Cola Company for the year ended December 31, 1999:

Registration Statement No. 2-58584 on Form S-8, dated
November 20, 1987, as amended

/s/ BANKS, FINLEY, WHITE & CO.

Atlanta, Georgia
June 26, 2000