

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person* DOUGLAS J ALEXANDER JR (Last) (First) (Middle) THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA (Street) ATLANTA, GA 30313 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 12/18/2003	3. Issuer Name and Ticker or Trading Symbol COCA COLA CO [(KO)]		
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Senior Vice President		5. If Amendment, Date Original Filed(Month/Day/Year)
		6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.25 par value	13,018	D	
Common Stock, \$.25 par value	2,456 (1)	I	By 401(k) plan
Common Stock, \$.25 par value	346 (2)	I	By wife as trustee
Common Stock, \$.25 par value	346 (2)	I	By wife as trustee
Common Stock, \$.25 par value	346 (2)	I	By wife as trustee
Common Stock, \$.25 par value	163 (2)	I	By wife as trustee

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)


1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (right to buy)	(3)	10/18/2004	Common Stock, \$.25 par value	10,000	\$ 25.375	D	
Employee Stock Option (right to buy)	(4)	10/17/2005	Common Stock, \$.25 par value	14,000	\$ 35.625	D	
Employee Stock Option (right to buy)	(5)	10/16/2006	Common Stock, \$.25 par value	8,400	\$ 48.875	D	
Employee Stock Option (right to buy)	(6)	10/15/2007	Common Stock, \$.25 par value	7,400	\$ 59.75	D	
Employee Stock Option (right to buy)	(7)	10/14/2008	Common Stock, \$.25 par value	10,500	\$ 65.875	D	
Employee Stock Option (right to buy)	(8)	12/17/2013	Common Stock, \$.25 par value	46,000	\$ 49.8	D	
Employee Stock Option (right to buy)	(9)	10/20/2014	Common Stock, \$.25 par value	15,000	\$ 53.4062	D	

Employee Stock Option (right to buy)	(10)	02/15/2015	Common Stock, \$.25 par value	35,000	\$ 54.3437	D	
Employee Stock Option (right to buy)	(11)	10/17/2015	Common Stock, \$.25 par value	59,380	\$ 57.8437	D	
Employee Stock Option (right to buy)	(12)	05/29/2016	Common Stock, \$.25 par value	90,000	\$ 48.21	D	
Employee Stock Option (right to buy)	(13)	12/17/2017	Common Stock, \$.25 par value	48,000	\$ 44.655	D	
Hypothetical shares	(14)	(14)	Common Stock, \$.25 par value	1,249	\$ 0 (15)	I	By Supplemental Benefit Plan (16)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DOUGLAS J ALEXANDER JR THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313			Senior Vice President	

Signatures

/s/ Douglas, J. Alexander, Jr.		12/29/2003
		Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) Shares credited to my account under The Coca-Cola Company Thrift & Investment Plan, a tax-qualified 401(k) plan, as of December 17, 2003.
- (2) Shares held by a trust for the benefit of the Reporting Person's child.
- (3) Grant was awarded on October 19, 1994. One-third of grant became exercisable one year after date of grant, with the remainder becoming exercisable in equal monthly installments over the next 24 months.
- (4) Grant was awarded on October 18, 1995. One-third of grant became exercisable one year after date of grant, with the remainder becoming exercisable in equal monthly installments over the next 24 months.
- (5) Grant was awarded on October 17, 1996. One-third of grant became exercisable one year after date of grant, with the remainder becoming exercisable in equal monthly installments over the next 24 months.
- (6) Grant was awarded on October 16, 1997. One-third of grant became exercisable one year after date of grant, with the remainder becoming exercisable in equal monthly installments over the next 24 months.
- (7) Grant was awarded on October 15, 1998. One-third of grant became exercisable one year after date of grant, with the remainder becoming exercisable in equal monthly installments over the next 24 months.
- (8) Option (with tax withholding right) granted on December 18, 2003 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (9) Grant was awarded on October 21, 1999. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.
- (10) Grant was awarded on February 16, 2000. Grant becomes exercisable in its entirety on the third anniversary of the grant date.
- (11) Grant was awarded on October 18, 2000. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.
- (12) Option granted on May 30, 2001 under The Coca-Cola Company's 1999 Stock Option Plan. One-fourth of grant becomes exercisable on the first, second, third and fourth anniversaries of the grant date.
- (13) Option (with tax withholding right) granted on December 18, 2002 under The Coca-Cola Company 2002 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (14) There is no data applicable with respect to the Hypothetical Shares.
- (15) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (16) As of June 30, 2003.

Remarks:

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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