

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):
May 28, 2004

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

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

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

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

Item 5. Other Events and Regulation FD Disclosure

Attached as Exhibit 99.1 and incorporated herein by reference is a copy of a press release of The Coca-Cola Company, dated May 28, 2004, regarding E. Neville Isdell becoming Chairman and CEO of The Coca-Cola Company on June 1.

Item 7(c). Exhibits

Exhibit 99.1 Press Release of The Coca-Cola Company, dated May 28, 2004, regarding E. Neville Isdell becoming Chairman and CEO of The Coca-Cola Company on June 1.

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: May 28, 2004

By: /s/ Geoffrey J. Kelly

Geoffrey J. Kelly
Senior Vice President and
Chief Deputy General Counsel

Exhibit Index

Exhibit No.

Exhibit 99.1 Press Release of The Coca-Cola Company, dated May 28, 2004,
regarding E. Neville Isdell becoming Chairman and CEO of The
Coca-Cola Company on June 1.

THE COCA-COLA COMPANY
NEWS RELEASE

MEDIA RELATIONS DEPARTMENT
P.O. BOX 1734, ATLANTA, GEORGIA 30301
Telephone (404) 676-2121

FOR IMMEDIATE RELEASE

CONTACT: Sonya Soutus
(404) 676-2683

E. NEVILLE ISDELL TO BECOME CHAIRMAN AND CEO
OF THE COCA-COLA COMPANY ON JUNE 1

ATLANTA, MAY 28, 2004 -- The Coca-Cola Company announced today that E. Neville Isdell will formally assume the position of Chairman and Chief Executive Officer on Tuesday, June 1, succeeding Douglas N. Daft. As previously announced, Mr. Isdell will become the 12th Chairman of the Board in the history of the Company.

The Coca-Cola Company is the world's largest beverage company. Along with Coca-Cola, recognized as the world's best-known brand, The Company markets four of the world's top five soft drink brands, including diet Coke, Fanta and Sprite, and a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1 billion servings each day.

###