

UNITED STATES  
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): July 1, 2008

*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

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

In accordance with the previously announced senior leadership succession plan, The Coca-Cola Company (the "Company") completed its transition as Muhtar Kent became the Chief Executive Officer of the Company effective July 1, 2008. Mr. Kent succeeds E. Neville Isdell, age 65, who will continue to serve as Chairman of the Board of Directors and an employee of the Company until the Company's Annual Meeting of Shareowners in April 2009. Mr. Kent will continue as President of the Company. Mr. Kent was elected to the Board of Directors of the Company at its Annual Meeting of Shareowners held on April 16, 2008.

Mr. Kent, age 55, joined the Company in 1978 and held a variety of marketing and operations roles throughout his career with the Company. In 1985, he was appointed General Manager of Coca-Cola Turkey and Central Asia. From 1989 to 1995, Mr. Kent served as President of the East Central Europe Division and Senior Vice President of Coca-Cola International. Between 1995 and 1998, he served as Managing Director of Coca-Cola Amatil Limited-Europe, and from 1999 until 2005, he served as President and Chief Executive Officer of Efes Beverage Group and as a board member of Coca-Cola Icecek. Mr. Kent rejoined the Company in May 2005 as President and Chief Operating Officer of the North Asia, Eurasia and Middle East Group, was appointed President, Coca-Cola International in January 2006 and was elected Executive Vice President of the Company in February 2006. He was elected President and Chief Operating Officer of the Company in December 2006.

A copy of the Company's press release making these announcements is attached to this report as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit 99.1 Press Release of The Coca-Cola Company dated July 1, 2008.

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: July 2, 2008

By: /s/ David M. Taggart  
David M. Taggart  
Vice President and Treasurer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	Press Release of The Coca-Cola Company dated July 1, 2008.

*The Coca-Cola Company*  
**news**  
**release**

FOR IMMEDIATE RELEASE

**Contact: Dana Bolden**  
**(404) 676-2683**

**EXECUTIVE LEADERSHIP TRANSITION**  
**FINALIZED AT THE COCA-COLA COMPANY**

**ATLANTA, July 1, 2008** – The Coca-Cola Company today completed its executive leadership transition as Muhtar Kent officially became the Company’s new chief executive officer.

Kent, 55, follows Neville Isdell, 65, who will remain chairman of the Board through the Company’s Annual Meeting of Shareowners in April 2009. Kent remains president of the Company.

Speaking for the Coca-Cola Board of Directors, Presiding Director James D. Robinson III thanked Isdell for his years of service, applauded the orderly transition and expressed enthusiasm for Kent’s appointment.

“The Board recognizes Neville’s significant achievements and we look forward to working with him as our chairman through April 2009. Neville and the rest of the Board now look to Muhtar to take The Coca-Cola Company to the next level of success,” said Robinson. “This has been a very smooth and transparent leadership transition, which speaks well for the health and future of The Coca-Cola Company. Neville has done an outstanding job bringing The Coca-Cola Company back to fighting form. We have full confidence in Muhtar as CEO and in his intense focus on continuing to win in the marketplace. His blend of operational excellence, vision and dynamic leadership are exactly what our Company needs.”

The Coca-Cola Company is the world’s largest beverage company, refreshing consumers with more than 450 sparkling and still brands. Along with Coca-Cola®,

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recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke®, Fanta®, Sprite®, Coca-Cola Zero®, vitaminwater®, PowerAde®, Minute Maid® and Georgia Coffee®. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.5 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com).

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