UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 11-K

☒ **ANNUAL REPORT PURSUANT TO SECTION 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the fiscal year ended December 31, 2019

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 401(k) 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)

THE COCA-COLA COMPANY 401(k) PLAN

Table of Contents

<u>Report of Independent Registered Public Accounting Firm</u>

To the Administrator and Plan Participants of The Coca-Cola Company 401(k) Plan

Opinion on the Financial Statements

We have audited the accompanying statements of net assets available for benefits of The Coca-Cola Company 401(k) Plan (the “Plan”) as of December 31, 2019 and 2018 and the related statement of changes in net assets available for benefits for the year ended December 31, 2019, and the related notes (collectively referred to as the financial statements). In our opinion, the financial statements referred to above present fairly, in all material respects, the net assets available for benefits of the Plan as of December 31, 2019 and 2018, and the changes in net assets available for benefits for the year ended December 31, 2019, in conformity with accounting principles generally accepted in the United States of America.

Basis for Opinion

These financial statements are the responsibility of management. Our responsibility is to express an opinion on these financial statements based on our audits. We are a public accounting firm registered with the Public Company Accounting Oversight Board (United States) (PCAOB) and are required to be independent with respect to the Plan in accordance with the U.S. federal securities laws and the applicable rules and regulations of the Securities and Exchange Commission and the PCAOB.

We conducted our audits in accordance with the standards of the PCAOB. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether due to error or fraud. The Plan is not required to have, nor were we engaged to perform, an audit of its internal control over financial reporting. As part of our audits, we are required to obtain an understanding of internal control over financial reporting, but not for the purpose of expressing an opinion on the effectiveness of the Plan’s internal control over financial reporting. Accordingly, we express no such opinion.

Our audits included performing procedures to assess the risks of material misstatement of the financial statements, whether due to error or fraud, and performing procedures that respond to those risks. Such procedures included examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements. Our audits also included evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that our audits provide a reasonable basis for our opinion.

Supplemental Information

The supplemental Schedule of Assets (Held at End of Year) as of December 31, 2019 has been subjected to audit procedures performed in conjunction with the audit of the Plan’s financial statements. The supplemental information is the responsibility of the Plan’s management. Our audit procedures included determining whether the supplemental information reconciles to the financial statements or the underlying accounting and other records, as applicable, and performing procedures to test the completeness and accuracy of the information presented in the supplemental information. In forming our opinion on the supplemental information, we evaluated whether the supplemental information, including its form and content, is presented in conformity with the Department of Labor’s Rules and Regulations for Reporting and Disclosure under the Employee Retirement Income Security Act of 1974. In our opinion, the supplemental information is fairly stated, in all material respects, in relation to the financial statements as a whole.

We have served as the Plan's auditor since 1985.

/s/ Banks, Finley, White & Co.

Atlanta, Georgia
June 15, 2020

THE COCA-COLA COMPANY 401(k) PLAN
STATEMENTS OF NET ASSETS AVAILABLE FOR BENEFITS
December 31, 2019 and 2018

	2019	2018
ASSETS		
Investments in Master Trust, at fair value (Note 3)	$ 3,418,615,036	$ 3,020,096,937
Investments in Master Trust, at contract value (Note 3)	253,997,222	255,062,003
Notes receivable from participants	44,346,957	45,412,274
Due from broker	1,892	1,283,952
Net assets available for benefits	$ 3,716,961,107	$ 3,321,855,166

Refer to Notes to Financial Statements.

THE COCA-COLA COMPANY 401(k) PLAN
STATEMENT OF CHANGES IN NET ASSETS AVAILABLE FOR BENEFITS
Year Ended December 31, 2019

Additions to net assets attributed to:		
Investment income from the Master Trust	$	653,136,282
Interest income from notes receivable from participants		1,793,781
Participant contributions		90,344,516
Participant rollover contributions		10,397,827
Employer contributions		37,101,596
Total additions		792,774,002
Deductions from net assets attributed to:		
Distributions to participants		394,588,951
Administrative expenses		3,079,110
Total deductions		397,668,061
Net increase in net assets available for benefits		395,105,941
Net assets available for benefits:		
Beginning of year		3,321,855,166
End of year	$	3,716,961,107

Refer to Notes to Financial Statements.

Note 1 – Description of Plan

The following description of The Coca-Cola Company 401(k) Plan (the “Plan”) provides only general information. Participants should refer to the Summary Plan Description for a more comprehensive description of the Plan’s provisions.

General

The Plan was originally adopted effective July 1, 1960 and was amended and restated effective January 1, 2016. The Plan is a defined contribution pension plan covering employees of The Coca-Cola Company and its participating subsidiaries (the “Company”). Eligible employees may begin participating in the Plan upon hire with the Company. The Plan is subject to the provisions of the Employee Retirement Income Security Act of 1974, as amended (“ERISA”).

Administration

The Plan is administered by The Coca-Cola Company Benefits Committee (the “Committee”) which, as Plan Administrator, has substantial control of and discretion over the administration of the Plan. Transamerica Retirement Solutions provides recordkeeping services for the Plan. The Northern Trust Company (the “Trustee”) provides trust services for the Plan.

Contributions

The Plan allows participants to contribute their compensation in line with applicable Internal Revenue Code (the “Code”) limitations. The Company matches participant contributions equal to 100% of the first 1% of compensation and 50% of the next 5% of compensation, for a maximum Company match of 3.5% of compensation. All Company contributions are initially invested in common stock of The Coca-Cola Company. All contributions are invested as directed by participants.

Vesting

Participants are immediately vested in their salary deferral contributions and related earnings, while Company contributions and related earnings are vested after two years of service.

Forfeitures

Forfeited accounts are generally used to reduce employer contributions or pay administrative expenses of the Plan. The forfeited account balances were $1,328,268 and $1,536,453 as of December 31, 2019 and 2018, respectively. The Plan used $39,425 of cumulative forfeitures to reduce employer contributions during 2019. No forfeitures were used to pay administrative expenses during 2019.

Participant Accounts

Each participant’s account is credited with the participant’s contributions, employer contributions, if any, rollover contributions, if any, and allocations of Plan investment results; however, each account is also charged with an allocation of administrative expenses. Participant accounts are updated daily to reflect transactions affecting account balances. Allocations are based on participant earnings on account balances, as defined. The benefit to which a participant is entitled is the benefit that can be provided from the participant’s vested account balance.

Notes Receivable from Participants

Participants may borrow from their account balances subject to certain limitations. Participant loans may be funded from a combination of all vested account balances. 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. The $50,000 maximum is reduced by the participant’s highest outstanding loan balance on any loans during the preceding 12 months. No more than two loans are allowed from the Plan at a time.

(b) The minimum loan amount is $1,000.

(c) The loan interest rate is the prime rate as published in The Wall Street Journal on the 1st business day of the month the loan is requested.

(d) The loan repayment period is limited to five years for a general purpose loan and 15 years for a loan used to purchase or build a principal residence.

Employee Stock Ownership Plan

The portion of the Plan invested in common stock of The Coca-Cola Company is designated as an employee stock ownership plan ("ESOP") within the meaning of Code Section 4975(e)(7). Participants invested in common stock of The Coca-Cola Company may elect to receive their entire dividend amount as a cash payment made directly to them rather than have the dividend amount reinvested in their Plan account. The total amount of dividends paid directly to participants was $2,809,520 during 2019.

Payment of Benefits

Upon retirement, termination or disability, participants may elect 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). Participants may elect in-service distributions from after-tax and rollover account balances, or after attaining age 59½ from all vested account balances. Participants may elect to receive payment of the portion of their accounts invested in common stock of The Coca-Cola Company in shares rather than cash ("in-kind distributions"). Participants may also request an in-service distribution for the purpose of a financial hardship from certain vested account balances.

Plan Termination

The Company, by action of the Committee, reserves the right to, at any time and for any reason, terminate the Plan or completely discontinue contributions to the Plan. The Plan shall be terminated or contributions shall be discontinued by a written instrument approved by the Committee by resolution.

In the event of the Plan's termination, if no successor plan is established or maintained, lump-sum distributions shall be made in accordance with the terms of the Plan as in effect at the time of the Plan's termination or as thereafter amended. To the extent any assets of the Trust represent amounts allocated to a Code Section 415 suspense account, such amounts may revert to the Company. The Plan Administrator's authority shall continue beyond the Plan's termination date until all Trust assets have been liquidated and distributed.

Note 2 – Summary of Significant Accounting Policies

Basis of Accounting

The accompanying financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP").

Use of Estimates

The preparation of financial statements in conformity with U.S. GAAP requires Plan management to make estimates that affect certain reported amounts and disclosures. Actual results may differ from those estimates.

Valuation of Investments

The Plan's investments are stated at fair value in accordance with Accounting Standards Codification Topic 820 "Fair Value Measurements and Disclosures" ("ASC 820"). See Note 3 for fair value measurements.

Notes Receivable from Participants

Participant loans, which are classified as receivables, are stated at the unpaid principal balance plus any accrued but unpaid interest.

Investment Transactions and Income

Investment transactions are recorded on a trade-date basis. Dividend income is recorded on the ex-dividend date. Interest is recognized on an accrual basis. Brokerage commissions on purchases and sales of common stock are considered transaction costs and are recorded as an increase to the cost basis of shares purchased and/or reduction of proceeds on a sale of shares. The net appreciation or depreciation in fair value of investments consists of realized gains and losses and changes in unrealized gains or losses on investments during the year. Realized gains and losses on investments are determined based on average cost. Unrealized gains or losses on investments are based on changes in the market values or fair values of such investments.

Payment of Benefits

Distributions to participants are recorded when payment is made. In-kind distributions are recorded based on the market value of the shares at the date of distribution

Administrative Expenses

Certain administrative expenses were paid by the Plan, as permitted by the Plan document. All other administrative expenses were paid by the Company.

Note 3 – The Coca-Cola Company Master Trust for 401(k) Plans

The Plan participates in The Coca-Cola Company Master Trust for 401(k) Plans (the “Master Trust”) with similar retirement plans sponsored by the Company and certain other subsidiaries of the Company, whereby investments are held collectively for all plans by the Trustee. Each participating plan’s investment in the Master Trust is equal to the sum of its participant account balances in relation to total Master Trust investments. The Plan’s investments include retirement target date funds, equity and fixed income index funds, actively managed equity and fixed income funds, synthetic guaranteed investment contracts, and common stock of The Coca-Cola Company. The investment structures include mutual funds, collective trust funds, Master Trust investment funds, and direct ownership of common stock of The Coca-Cola Company.

The Plan’s interest in the net assets of the Master Trust was approximately 99.7% at bothDecember 31, 2019 and December 31, 2018. This was determined by comparing the Plan’s investment in the Master Trust to total net assets in the Master Trust.

The following table summarizes net assets for the Plan and the Master Trust as ofDecember 31, 2019 and 2018:

	2019 Plan's Portion of Master Trust Assets	2019 Master Trust	2018 Plan's Portion of Master Trust Assets	2018 Master Trust
Collective trust funds	$ 1,686,766,498	$ 1,693,098,774	$ 1,358,239,662	$ 1,363,098,726
Registered investment companies	10,639,360	10,730,381	113,538,853	114,582,869
Master Trust investment funds	516,585,941	521,435,145	472,526,474	477,083,369
Common stock	1,204,623,237	1,204,623,237	1,075,791,948	1,075,791,948
Investments at fair value	3,418,615,036	3,429,887,537	3,020,096,937	3,030,556,912
Due from broker	1,892	1,892	1,283,952	1,283,952
Fully benefit-responsive investment contract at contract value	253,997,222	254,323,296	255,062,003	255,449,368
Notes receivable from participants	44,346,957	44,373,488	45,412,274	45,439,372
Master Trust net assets	$ 3,716,961,107	$ 3,728,586,213	$ 3,321,855,166	$ 3,332,729,604

The change in net assets of the Master Trust for the year endedDecember 31, 2019 was as follows:

		2019
Additions to net assets attributed to:		
Net appreciation in fair value of investments	$	620,353,700
Interest and dividends		35,208,248
Investment income		655,561,948
Interest income from notes receivable from participants		1,795,169
Participant contributions		90,344,516
Participant rollover contributions		10,397,826
Employer contributions		37,101,596
Total additions		795,201,055
Deductions from net assets attributed to:		
Distributions to participants		396,258,537
Administrative expenses		3,085,909
Total deductions		399,344,446
Net increase in net assets available for benefits	$	395,856,609

Fair Value Measurements

ASC 820 defines fair value as the exchange price that would be received for an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. ASC 820 also established a fair value hierarchy that prioritizes the inputs used to measure fair value. This hierarchy requires entities to maximize the use of observable inputs and minimize the use of unobservable inputs. The three levels of inputs used to measure fair value are as follows:

Level 1 – Quoted prices in active markets for identical assets or liabilities.

Level 2 – Observable inputs other than quoted prices included in Level 1, such as quoted prices for similar assets and liabilities in active markets; quoted prices for identical or similar assets and liabilities in markets that are not active; or other inputs that are observable or can be corroborated by observable market data.

Level 3 – Unobservable inputs that are supported by little or no market activity and that are significant to the fair value of the assets or liabilities. This includes certain pricing models, discounted cash flow methodologies and similar techniques that use significant unobservable inputs.

The Plan's valuation methods used to measure fair value of its investments may produce fair values that may not be indicative of a future sale, or reflective of future fair values. The use of different methods to determine the fair value of investments could result in different estimates of fair value at the reporting date.

The Master Trust assets, measured at fair value on a recurring basis (at least annually) as ofDecember 31, 2019, were as follows:

	Quoted Prices in Active Markets for Identical Assets	Investments Using Net Asset Value Practical Expedient	Total
Common stock (A)	$ 1,204,623,237	$ —	$ 1,204,623,237
Registered investment companies (B)	10,730,381	—	10,730,381
Collective trust funds (C)	—	1,693,098,774	1,693,098,774
Master Trust investment funds (D)	—	521,435,145	521,435,145
	$ 1,215,353,618	$ 2,214,533,919	$ 3,429,887,537

(A) Investments in common stock are in shares of The Coca-Cola Company and are valued using the quoted market price multiplied by the number of shares owned as of the measurement date.

(B) Investments in registered investment companies are valued at the publicly quoted net asset value (“NAV”) of each fund. The total value is calculated by multiplying the NAV per share by the number of shares held as of the measurement date.

(C) The underlying investments held in the collective trust funds are equity or debt securities held to replicate the performance of a specific equity or bond market index. The collective trust funds are valued at the NAV per share as determined by the manager of the funds multiplied by the number of shares held as of the measurement date. These funds have no redemption restrictions.

(D) The Master Trust investment funds include the US Large Cap Active Equity Fund, the US Small-Mid Cap Active Equity Fund, and the US Core-Plus Active Fixed Income Fund. The total value is calculated by multiplying the NAV per share by the number of shares held as of the measurement date. The underlying investments include common stock, preferred stock, mutual funds, collective trust funds and a short-term investment account. These funds have no redemption restrictions.

The Master Trust assets, measured at fair value on a recurring basis (at least annually) as ofDecember 31, 2018, were as follows:

	Quoted Prices in Active Markets for Identical Assets	Investments Using Net Asset Value Practical Expedient	Total
Common stock (A)	$ 1,075,791,948	$ —	$ 1,075,791,948
Registered investment companies (B)	114,582,869	—	114,582,869
Collective trust funds (C)	—	1,363,098,726	1,363,098,726
Master Trust investment funds (D)	—	477,083,369	477,083,369
	$ 1,190,374,817	$ 1,840,182,095	$ 3,030,556,912

(A) Investments in common stock are in shares of The Coca-Cola Company and are valued using the quoted market price multiplied by the number of shares owned as of the measurement date.

(B) Investments in registered investment companies are valued at the publicly quoted NAV of each fund. The total value is calculated by multiplying the NAV per share by the number of shares held as of the measurement date.

(C) The underlying investments held in the collective trust funds are equity or debt securities held to replicate the performance of a specific equity or bond market index. The collective trust funds are valued at the NAV per share as determined by the manager of the funds multiplied by the number of shares held as of the measurement date. These funds have no redemption restrictions.

(D) The Master Trust investment funds include the US Large Cap Active Equity Fund, the US Small-Mid Cap Active Equity Fund, and the US Core-Plus Active Fixed Income Fund. The total value is calculated by multiplying the NAV per share by the number of shares held as of the measurement date. The underlying investments include common stock, preferred stock, mutual funds, collective trust funds and a short-term investment account. These funds have no redemption restrictions.

During 2019 and 2018, there were no Level 2 or 3 investments.

Synthetic Guaranteed Investment Contracts

The Master Trust has a separate account (the "account") which invests primarily in wrapper contracts (also known as synthetic guaranteed investment contracts) as well as an insurance company separate account and cash equivalents. The contracts within the account are fully benefit-responsive and are therefore reported at contract value on the statements of net assets available for benefits. Contract value represents contributions made under the contracts, plus earnings, less withdrawals and administrative expenses. As of December 31, 2019, the account consisted of $244,532,952 of wrapper contracts and $9,790,344 of cash equivalents.

In a wrapper contract structure, the underlying investments are owned by the account and held in trust for Plan participants. These contracts wrap a diversified portfolio primarily comprised of corporate bonds, government bonds, and collective trust funds. The account purchases wrapper contracts from an insurance company or bank. The wrapper contracts amortize the realized and unrealized gains and losses on the underlying fixed income investments, typically over the duration of the investments, through adjustments to the future interest crediting rate (which is the rate earned by participants in the account for the underlying investments). The issuers of the wrapper contracts provide assurances that the adjustments to the interest crediting rate do not result in a future crediting rate that is less than zero.

Examples of events that would permit a wrapper contract issuer to terminate a wrapper contract upon short notice include the Plan's loss of its qualified status, uncured material breaches of responsibilities, or material and adverse changes to the provisions of the Plan. If one of these events was to occur, the wrapper contract issuer could terminate the wrapper contract at the market value of the underlying investments.

Transactions with Parties-in-Interest

The Plan does not consider Company contributions as party-in-interest transactions. Fees paid during the year for investment management, auditing and other professional services rendered by parties-in-interest were based on customary and reasonable rates for such services. Certain investments managed by The Northern Trust Company, the Trustee as defined by the Plan, qualify as party-in-interest transactions.

As of December 31, 2019 and 2018, the Master Trust held 21,763,744 and 22,719,999 shares of common stock of The Coca-Cola Company with a fair value of $1,204,623,237 and $1,075,791,948, respectively. During the year ended December 31, 2019, the Master Trust had the following transactions relating to common stock of The Coca-Cola Company:

	Shares	Fair Value
Purchases	1,150,595	$ 24,918,621
Sales	1,502,463	$ 75,233,269
In-kind distributions	604,387	$ 29,853,759
Dividends received	N/A	$ 32,325,566

Note 4 – Risk and Uncertainties

The Plan invests in various investment securities. Investment securities are exposed to various risks such as interest rate, market and credit risks. Due to the level of risk associated with certain investment securities, it is at least reasonably possible that changes in the values of investment securities will occur in the near term and that such changes could materially affect participant account balances and the amounts reported in the statements of net assets available for benefits.

Note 5 – Income Tax Status

The Plan has received a determination letter from the Internal Revenue Service dated September 2, 2017, stating that the Plan is qualified under Section 401(a) of the Code and, therefore, the related trust is exempt from taxation. The Plan was amended subsequent to receipt of the determination letter. Once qualified, the Plan is required to operate in conformity with the Code to maintain its qualification. The Committee and the Company's tax counsel believe the Plan is being operated in compliance with the applicable requirements of the Code and, therefore, believe the Plan, as amended, is qualified and the related trust is tax exempt.

U.S. GAAP require Plan management to evaluate tax positions taken by the Plan. The financial statement effects of a tax position are recognized when the position is more likely than not, based on the technical merits, to be sustained upon examination by the IRS. The Plan Administrator has analyzed the tax positions taken by the Plan, and has concluded that as of December 31, 2019, there are no uncertain positions taken or expected to be taken. The Plan has recognized no interest or penalties related to uncertain tax positions. The Plan is subject to routine audits by taxing jurisdictions; however, there are currently no audits for any tax periods in progress.

Note 6 – Reconciliation of Financial Statements to Form 5500

The following is a reconciliation of the net assets available for benefits per the financial statements to the Form 5500 as ofDecember 31, 2019 and 2018:

	2019	2018
Net assets available for benefits per the financial statements	$ 3,716,961,107	$ 3,321,855,166
Adjustment from contract value to fair value for fully benefit-responsive investment contracts	5,287,461	(1,752,319)
Net assets available for benefits per Form 5500	$ 3,722,248,568	$ 3,320,102,847

The following is a reconciliation of investment income from the statement of changes in net assets per the financial statements to the Form 5500 for the year ended December 31, 2019:

Investment income from Master Trust per the financial statements	$ 653,136,282
Adjustment from contract value to fair value for fully benefit-responsive investment contracts:	
Current year	5,287,461
Prior year	1,752,319
Less: Administrative expenses reported at Master Trust level	(3,079,110)
Investment income from Master Trust per Form 5500	$ 657,096,952

Note 7 – Nonexempt Transactions

During 2019, the Plan Administrator identified certain operational deficiencies regarding certain participants' contribution deposits. Management of the Plan has taken corrective actions to ensure compliance with the Plan's contribution polices and has filed an application under the Voluntary Fiduciary Correction Program ("VFCP") with the Department of Labor with proposed corrections of these matters. The Plan Administrator and counsel for the Plan believe that these deficiencies and VFCP application will not impact the tax qualification of the Plan and that the Plan continues to maintain tax qualified status under the applicable sections of the Internal Revenue Code.

Note 8 – Subsequent Events

The effects of the novel strain of coronavirus (“COVID-19”) pandemic and the related actions by governments around the world to attempt to contain the spread of the virus have impacted economies and global financial markets. Due to the COVID-19 pandemic, the value of the Plan’s investments has been subject to significant volatility. As a result of the uncertainties surrounding COVID-19, the impact on the Plan’s investments cannot be reasonably estimated at this time.

The Coronavirus Aid, Relief, and Economic Security Act ("CARES Act") was signed into law on March 27, 2020. Effective April 17, 2020, the Plan adopted the applicable provisions of the CARES Act. As a result of the CARES Act, qualifying participants may take a loan up to $100,000 or 100% of the participant’s vested balance, whichever is less, until September 22, 2020. Further, repayment on existing loans due through the end of 2020 may be delayed one year. The CARES Act also permits participants to take a distribution of $100,000 or 100% of their vested balance, whichever is less, until December 31, 2020. Eligible participants who receive a distribution under the CARES Act will not be subject to the standard early withdrawal penalty that generally applies to participants under the age of 59½. The full impact of the CARES Act is unknown at this time.

THE COCA-COLA COMPANY 401(k) PLAN
EIN: 58-0628465 PN: 002
Schedule H, Line 4i – Schedule of Assets (Held at End of Year)
December 31, 2019

(a)	(b) Identity of issue, borrower, lessor or similar party	(c) Description of investment, including maturity date, rate of interest, collateral, par, or maturity value		(e) Current value
*	Participants	Loans with interest rates ranging from 3.25% to 8.25%. Maturities through 2035.	$	44,346,957

* Parties-in-interest

Note: Column (d) cost is not required for participant-directed investments.

EXHIBIT INDEX

Exhibit No.	Description
Exhibit 23.1	Consent of Independent Registered Public Accounting Firm

SIGNATURES

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

THE COCA-COLA COMPANY 401(k) PLAN
(Name of Plan)

/s/ SILVINA KIPPKE

Date: June 15, 2020

Silvina Kippke
Chairperson, The Coca-Cola Company Benefits Committee

Exhibit 23.1

CONSENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

We consent to the incorporation by reference in the registration statements listed below of our report dated June 15, 2020, with respect to the statements of net assets available for benefits of The Coca-Cola Company 401(k) Plan as of December 31, 2019 and 2018, the related statement of changes in net assets available for benefits for the year ended December 31, 2019, and the related supplemental schedule of schedule H, line 4i - schedule of assets (held at end of year) as of December 31, 2019, which report appears in the annual report on Form 11-K of The Coca-Cola Company 401(k) Plan for the year ended December 31, 2019:

1. Registration Statement No. 333-179707 on Form S-8, dated February 27, 2012

2. Registration Statement No. 333-224573 on Form S-8, dated May 1, 2018

/s/ BANKS, FINLEY WHITE & CO.

Atlanta, Georgia
June 15, 2020