

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

SCHEDULE 13D
Under the Securities Exchange Act of 1934
(Amendment No. 19)*

Coca-Cola Bottling Co. Consolidated
(Name of Issuer)

Common Stock, Par Value \$1.00 Per Share
(Title of Class of Securities)

191098102
(CUSIP Number)

James E. Chestnut
Senior Vice President and Chief Financial Officer
The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, Georgia 30313
(404) 676-2121
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

With a copy to:
Carol Crofoot Hayes, Esq.
The Coca-Cola Company
One Coca-Cola Plaza
Atlanta, Georgia 30313
(404) 676-2121

October 19, 1999
(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(e), (f) or (g), check the following box [] .

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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SCHEDULE 13D

CUSIP No. - 191098102

- 1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
The Coca-Cola Company
58-0628465
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) [X]
(b) []
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS*
OO
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e)
N/A []
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION
State of Delaware
- NUMBER OF 7 SOLE VOTING POWER
SHARES None

BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

8 SHARED VOTING POWER
1,984,495 shares of Common Stock, \$1.00 par value per share

9 SOLE DISPOSITIVE POWER
1,984,495 shares of Common Stock, \$1.00 par value per share

10 SHARED DISPOSITIVE POWER
None

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,984,495 shares of Common Stock, \$1.00 par value per share

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES* []

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
31.05%

14 TYPE OF REPORTING PERSON*
CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

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SCHEDULE 13D

CUSIP No. - 191098102

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
The Coca-Cola Trading Company
59-1764184

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a) [X]
(b) []

3 SEC USE ONLY

4 SOURCE OF FUNDS*
OO

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e)
N/A []

6 CITIZENSHIP OR PLACE OF ORGANIZATION
State of Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

7 SOLE VOTING POWER
None

8 SHARED VOTING POWER
1,984,495 shares of Common Stock, \$1.00 par value per share

9 SOLE DISPOSITIVE POWER
1,984,495 shares of Common Stock, \$1.00 par value per share

10 SHARED DISPOSITIVE POWER
None

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,984,495 shares of Common Stock, \$1.00 par value per share

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES* []

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
31.05%

14 TYPE OF REPORTING PERSON*
CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

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SCHEDULE 13D

CUSIP No. - 191098102

- 1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
Coca-Cola Oasis, Inc.
88-0320762
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a)]
(b)]
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS*
OO
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e)
N/A]
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION
State of Delaware

- NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
- 7 SOLE VOTING POWER
None
- 8 SHARED VOTING POWER
1,984,495 shares of Common Stock, \$1.00 par value per share
- 9 SOLE DISPOSITIVE POWER
1,984,495 shares of Common Stock, \$1.00 par value per share
- 10 SHARED DISPOSITIVE POWER
None
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,984,495 shares of Common Stock, \$1.00 par value per share
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES
CERTAIN SHARES*]
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
31.05%
- 14 TYPE OF REPORTING PERSON*
CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

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SCHEDULE 13D

CUSIP No. - 191098102

- 1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
Carolina Coca-Cola Bottling Investments, Inc.
58-2056767
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP* (a)]
(b)]
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS*
OO
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e)
N/A]
- 6 CITIZENSHIP OR PLACE OF ORGANIZATION
State of Delaware

- NUMBER OF SHARES BENEFICIALLY OWNED BY EACH
- 7 SOLE VOTING POWER
None
- 8 SHARED VOTING POWER
1,984,495 shares of Common Stock, \$1.00 par value per share

REPORTING PERSON WITH 9 SOLE DISPOSITIVE POWER 1,984,495 shares of Common Stock, \$1.00 par value per share

10 SHARED DISPOSITIVE POWER None

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,984,495 shares of Common Stock, \$1.00 par value per share

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES* []

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 31.05%

14 TYPE OF REPORTING PERSON* CO

*SEE INSTRUCTIONS BEFORE FILLING OUT

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AMENDMENT NO. 19
TO
STATEMENT PURSUANT TO RULE 13d-1 AND RULE 13d-2
OF THE
GENERAL RULES AND REGULATIONS
UNDER THE
SECURITIES EXCHANGE ACT OF 1934

This Amendment No. 19 amends and supplements the original Schedule 13D filed on May 18, 1987 by The Coca-Cola Company, as amended by Amendments 1 through 18 (the "Schedule 13D"). Terms used herein and not otherwise defined shall have the meanings given such terms in the Schedule 13D.

ITEM 2. IDENTITY AND BACKGROUND

Item 2 is hereby amended and restated as follows:

This statement is being filed by The Coca-Cola Company, and three of The Coca-Cola Company's direct or indirect wholly owned subsidiaries, namely The Coca-Cola Trading Company ("Trading Company"), Coca-Cola Oasis, Inc. ("Oasis") and Carolina Coca-Cola Bottling Investments, Inc. ("Carolina," and together with The Coca-Cola Company, Trading Company and Oasis, the "Reporting Persons"). Each of the Reporting Persons is a Delaware corporation, having its principal executive offices at One Coca-Cola Plaza, Atlanta, Georgia 30313, telephone (404) 676-2121. Carolina is a direct wholly owned subsidiary of Oasis, Oasis is a direct wholly owned subsidiary of Trading Company, and Trading Company is a direct wholly owned subsidiary of The Coca-Cola Company.

The Coca-Cola Company is the largest manufacturer, distributor and marketer of soft drink concentrates and syrups in the world, as well as the world's largest distributor and marketer of juice and juice-drink products.

Certain information with respect to the directors and executive officers of the Reporting Persons is set forth in Exhibit A(99.1) attached hereto, including each director's and executive officer's business address, present principal occupation or employment, citizenship and other information.

None of the Reporting Persons nor, to the best of their knowledge, any director, executive officer or controlling person of any Reporting Person has, during the last five years, been (a) convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors), or (b) a party to a civil proceeding of a judicial or administrative body of competent jurisdiction as a result of which proceeding any Reporting Person or any director, executive officer or controlling person of any Reporting Person was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, or finding any violation with respect to federal or state securities laws.

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ITEM 4. PURPOSE OF TRANSACTION

Item 4 is hereby amended and supplemented by adding to the information previously filed under this Item the following:

Piedmont Coca-Cola Bottling Partnership (formerly known as CCBCC Coca-Cola Bottling Partnership and Carolina Coca-Cola Bottling Partnership, and called the "Partnership" in this Amendment), was formed pursuant to a Partnership Agreement dated July 2, 1993 ("Partnership Agreement") between Carolina Coca-Cola Bottling Investments, Inc., a subsidiary of The Coca-Cola Company (the "KO Subsidiary"), and subsidiaries of Coca-Cola Bottling Co. Consolidated ("Coke Consolidated"). Section 19.1 of the Partnership Agreement provides that the Coke Consolidated subsidiaries will use their best efforts to purchase the interest of the KO Subsidiary between the sixth and eighth anniversaries of the date of the Partnership Agreement. In discussions pursuant to Section 19.1 of the Partnership Agreement, representatives of The Coca-Cola Company and Coke Consolidated have identified the following transaction structure as one that may meet all parties' objectives:

1. The Partnership would redeem all of KO Subsidiary's ownership interest in the Partnership in exchange for the transfer to KO Subsidiary of all of the outstanding stock of a subsidiary of the Partnership (the "Acquired Subsidiary"), which Acquired Subsidiary would own shares of a class of non-voting preferred stock of Coke Consolidated with a value of \$118 million and having a dividend yield of 4.3%.
2. As part of the transaction, it is anticipated that the Partnership would borrow \$118 million from commercial lenders.

The Coca-Cola Company representatives have now received management approval to begin negotiation of definitive transaction documents, and the parties desire to close the transaction under consideration prior to December 31, 1999. However, until definitive documentation is executed, the parties have no binding legal obligation to close the proposed transaction. There can be no assurance that an agreement with respect to such a transaction will be reached, or, if an agreement is reached, that its terms will be on terms consistent with those described above or that any transaction will be consummated.

KO invests in bottling operations such as Coke Consolidated in order to maximize the strength and efficiency of KO's production, distribution and marketing systems around the world. In line with this bottling strategy, KO regularly reviews its options relating to its investments in bottling operations throughout the world, including its investment in Coke Consolidated. As part of this review, KO from time to time may consider, evaluate and propose various possible transactions involving Coke Consolidated or its subsidiaries, which could include, without limitation:

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- (i) the possible acquisition of additional securities of Coke Consolidated, or the disposition of securities of Coke Consolidated;
- (ii) possible extraordinary corporate transactions (such as a merger, consolidation or reorganization) involving Coke Consolidated or any of its subsidiaries, including with other bottling companies in which one or more of the Reporting Persons may have a direct or indirect equity interest; or
- (iii) the possible acquisition by Coke Consolidated or its subsidiaries of assets or interests in one or more bottling companies, including other bottling companies in which one or more of the Reporting Persons may have a direct or indirect equity interest, or the possible sale of assets or bottling operations by Coke Consolidated or its subsidiaries.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS

Item 7 is hereby amended by adding and supplemented by adding to the information previously filed under this Item the following:

Exhibit A (99.1) - Directors and Executive Officers of the Reporting Persons

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SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

THE COCA-COLA COMPANY

By: /s/ JAMES E. CHESTNUT

James E. Chestnut
Senior Vice President and
Chief Financial Officer

Date: October 19, 1999

THE COCA-COLA TRADING COMPANY

By: /s/ JAMES E. CHESTNUT

James E. Chestnut
Vice President and
Chief Financial Officer

Date: October 19, 1999

COCA-COLA OASIS, INC.

By: /s/ JAMES E. CHESTNUT

James E. Chestnut
Chief Financial Officer

Date: October 19, 1999

CAROLINA COCA-COLA BOTTLING
INVESTMENTS, INC.

By: /s/ JAMES E. CHESTNUT

James E. Chestnut
Vice President and
Chief Financial Officer

Date: October 19, 1999

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EXHIBIT INDEX

EXHIBIT	DESCRIPTION
- - - - -	- - - - -
A (99.1)	Directors and Executive Officers of the Reporting Persons

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EXHIBIT A (99.1)

DIRECTORS AND EXECUTIVE OFFICERS OF THE COCA-COLA COMPANY

Set forth below is the name, business address and present occupation or employment of each director and executive officer of The Coca-Cola Company. Except as indicated below, each such person is a citizen of the United States. None of the directors and executive officers named below beneficially owns any Common Stock or Class B Common Stock of Coca-Cola Bottling Co. Consolidated. Directors of The Coca-Cola Company who are also executive officers of The Coca-Cola Company are indicated by an asterisk. Except as indicated below, the business address of each executive officer of The Coca-Cola Company is One Coca-Cola Plaza, Atlanta, Georgia 30313.

DIRECTORS OF THE COCA-COLA COMPANY

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
M. Douglas Ivester*	Chairman of the Board of Directors and Chief Executive Officer of The Coca-Cola Company	
Herbert A. Allen	President, Chief Executive Officer and Managing Director of Allen & Company Incorporated, a privately held investment banking firm	Allen & Company Incorporated 711 Fifth Avenue New York, NY 10022
Ronald W. Allen	Consultant to and advisory director of Delta Air Lines, Inc., a major U.S. air transportation company	Monarch Tower Suite 1745 3424 Peachtree Road, N.E. Atlanta, GA 30326
Cathleen P. Black	President of Hearst Magazines, a unit of The Hearst Corporation, a major media and communications company	Hearst Magazines 959 8th Avenue New York, NY 10019
Warren E. Buffett	Chairman of the Board of Directors and Chief Executive Officer of Berkshire Hathaway Inc., a diversified holding company	Berkshire Hathaway Inc. 1440 Kiewit Plaza Omaha, NE 68131

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DIRECTORS OF THE COCA-COLA COMPANY (continued)

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
Susan B. King	Leader in Residence, Hart Leadership Program, Sanford Institute of Public Policy, Duke University, a program for the development and advancement of leadership and management skills in the public and private sectors	Hart Leadership Program Terry Sanford Institute of Public Policy Duke University Box 90248 Durham, NC 27708-0248
Donald F. McHenry	Distinguished Professor in the Practice of Diplomacy at the School of Foreign Service, Georgetown University; President of The IRC Group, LLC, a New York City and Washington, D.C. consulting firm	The IRC Group, LLC 1320 19th Street, N.W. Suite 410 Washington, D.C. 20036
Sam Nunn	Partner in the law firm of King & Spalding since January 1997	King & Spalding 191 Peachtree Street Atlanta, GA 30303-1763

Paul F. Oreffice	Retired as Chairman of the Board of Directors of The Dow Chemical Company in 1992 (The Dow Chemical Company is a diversified chemical, metals, plastics and packaging company)	P.O. Box 4846 Scottsdale, AZ 85261
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James D. Robinson III	Chairman and Chief Executive Officer of RRE Investors, LLC, a private venture investment firm; Chairman of Violy, Byorum & Partners Holdings, LLC, a private firm specializing in financial advisory and investment banking activities in Latin America; President of J.D. Robinson Inc., a strategic advisory company	J.D. Robinson Inc. 126 East 56th Street 22nd Floor New York, NY 10022
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DIRECTORS OF THE COCA-COLA COMPANY (continued)

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
Peter V. Ueberroth	Investor and Managing Director, The Contrarian Group, Inc., a management company	The Contrarian Group, Inc. 1071 Camelback Street Suite 111 Newport Beach, CA 92660
James B. Williams	Chairman of the Executive Committee of SunTrust Banks, Inc., a bank holding company	SunTrust Banks, Inc. P.O. Box 4418 Atlanta, GA 30302

EXECUTIVE OFFICERS OF THE COCA-COLA COMPANY

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
William P. Casey	Senior Vice President and President of the Greater Europe Group	
Ralph H. Cooper	Senior Vice President and President and Chief Executive Officer of The Minute Maid Company	The Minute Maid Company 2000 St. James Place Houston, TX 77056
Douglas N. Daft	Senior Vice President and President of the Middle and Far East Group Mr. Daft is a citizen of Australia.	
Timothy J. Haas	Senior Vice President and President of the Latin America Group	
Jack L. Stahl	Senior Vice President and President of the North America Group	
Carl Ware	Senior Vice President and President of the Africa Group	

EXECUTIVE OFFICERS OF THE COCA-COLA COMPANY (continued)

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
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Anton Amon	Senior Vice President and Manager of the Product Integrity Division
James E. Chestnut	Senior Vice President and Chief Financial Officer
	Mr. Chestnut is a citizen of the United Kingdom.
Charles S. Frenette	Senior Vice President and Chief Marketing Officer
Joseph R. Gladden, Jr.	Senior Vice President and General Counsel
George Gourlay	Senior Vice President and Manager of the Technical Operations Division
Michael W. Walters	Vice President of Human Resources

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DIRECTORS AND EXECUTIVE OFFICERS OF THE COCA-COLA TRADING COMPANY

Set forth below is the name, business address and present occupation or employment of each director and executive officer of The Coca-Cola Trading Company. Except as indicated below, each such person is a citizen of the United States. None of the directors and executive officers named below beneficially owns any Common Stock or Class B Common Stock of Coca-Cola Bottling Co. Consolidated. Directors of The Coca-Cola Trading Company who are also executive officers of The Coca-Cola Trading Company are indicated by an asterisk. Except as indicated below, the business address of each executive officer of The Coca-Cola Trading Company is One Coca-Cola Plaza, Atlanta, Georgia 30313.

DIRECTORS OF THE COCA-COLA TRADING COMPANY

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
M. Douglas Ivester	Chairman of the Board of Directors and Chief Executive Officer of The Coca-Cola Company	
James E. Chestnut*	Senior Vice President and Chief Financial Officer of The Coca-Cola Company; Vice President and Chief Financial Officer of The Coca-Cola Trading Company	
	Mr. Chestnut is a citizen of the United Kingdom	
Joseph R. Gladden, Jr.	Senior Vice President and General Counsel of The Coca-Cola Company	

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EXECUTIVE OFFICERS OF THE COCA-COLA TRADING COMPANY

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
Carl K. Kooyoomjian	Assistant Vice President and Director of Global Procurement and Trading of The Coca-Cola Company; President of The Coca-Cola Trading Company	
Steve M. Whaley	Vice President and General Tax Counsel of The Coca-Cola Company;	

	Vice President, General Tax Counsel and Assistant Treasurer of The Coca-Cola Trading Company
Vincent M. Gioe	Director of Finance, Global Procurement and Trading of The Coca-Cola Company; Vice President - Finance of The Coca-Cola Trading Company
Kenneth L. Carty	Director of Purchasing, Global Products, Global Procurement and Trading of The Coca-Cola Company; Vice President of The Coca-Cola Trading Company
Dallas A. Hurston	Assistant Vice President and Director, Corporate Real Estate of The Coca-Cola Company; Vice President of The Coca-Cola Trading Company

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EXECUTIVE OFFICERS OF THE COCA-COLA TRADING COMPANY (continued)

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
Russell M. Breier	Director, Marketing Finance of The Coca-Cola Company; Vice President of The Coca-Cola Trading Company	
Frederick Yochum	Director of General and Administration Procurement, Global Procurement and Trading of The Coca-Cola Company; Vice President of The Coca-Cola Trading Company	
Eduardo M. Carreras	Senior Patent and Technology Counsel, Corporate Legal of The Coca-Cola Company; General Counsel of The Coca-Cola Trading Company	

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DIRECTORS AND EXECUTIVE OFFICERS OF COCA-COLA OASIS, INC.

Set forth below is the name, business address, present occupation or employment of each director and executive officer of Coca-Cola Oasis, Inc. Except as indicated below, each such person is a citizen of the United States. None of the directors and executive officers named below beneficially owns any Common Stock or Class B Common Stock of Coca-Cola Bottling Co. Consolidated. Directors of Coca-Cola Oasis, Inc. who are also executive officers of Coca-Cola Oasis, Inc. are indicated by an asterisk. Except as indicated below, the business address of each executive officer of Coca-Cola Oasis, Inc. is One Coca-Cola Plaza, Atlanta, Georgia 30313.

DIRECTORS OF COCA-COLA OASIS, INC.

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
M. Douglas Ivester	Chairman of the Board of Directors and Chief Executive Officer of	

The Coca-Cola Company

James E. Chestnut* Senior Vice President
and Chief Financial
Officer of
The Coca-Cola Company;
Chief Financial Officer
of Coca-Cola Oasis, Inc.

Mr. Chestnut is a
citizen of the United
Kingdom

Charles B. Fruit* Vice President and
Director, Media and
Marketing Assets of
The Coca-Cola Company;
President of Coca-Cola
Oasis, Inc.

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EXECUTIVE OFFICERS OF COCA-COLA OASIS, INC.

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
David M. Taggart	Vice President and Treasurer of The Coca-Cola Company; Vice President and Treasurer of Coca-Cola Oasis, Inc.	
Dallas A. Hurston	Assistant Vice President and Director, Corporate Real Estate of The Coca-Cola Company; Vice President of Coca-Cola Oasis, Inc.	
W. Dexter Brooks	Senior Staff Counsel, Corporate Legal of The Coca-Cola Company; Vice President and Assistant Secretary of Coca-Cola Oasis, Inc.	
Steve M. Whaley	Vice President and General Tax Counsel of The Coca-Cola Company; Vice President and General Tax Counsel of Coca-Cola Oasis, Inc.	

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DIRECTORS AND EXECUTIVE OFFICERS OF CAROLINA COCA-COLA
BOTTLING INVESTMENTS, INC.

Set forth below is the name, business address, present
occupation or employment of each director and executive officer of
Carolina Coca-Cola Bottling Investments, Inc. Except as indicated
below, each such person is a citizen of the United States. None of
the directors and executive officers named below beneficially owns
any Common Stock or Class B Common Stock of Coca-Cola Bottling Co.
Consolidated. Directors of Carolina Coca-Cola Bottling
Investments, Inc. who are also executive officers of Carolina
Coca-Cola Bottling Investments, Inc. are indicated by an asterisk.
Except as indicated below, the business address of each executive
officer of Carolina Coca-Cola Bottling Investments, Inc. is
One Coca-Cola Plaza, Atlanta, Georgia 30313.

DIRECTORS OF CAROLINA COCA-COLA BOTTLING INVESTMENTS, INC.

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
Lawrence R. Cowart*	Vice President and	

Director of Business
Development of
The Coca-Cola Company;
President of Carolina
Coca-Cola Bottling
Investments, Inc.

Gary P. Fayard

Vice President and
Controller of
The Coca-Cola Company

James E. Chestnut*

Senior Vice President
and Chief Financial
Officer of
The Coca-Cola Company;
Vice President and Chief
Financial Officer of
Carolina Coca-Cola
Bottling Investments,
Inc.

Mr. Chestnut is a
citizen of the United
Kingdom

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EXECUTIVE OFFICERS OF CAROLINA COCA-COLA BOTTLING INVESTMENTS, INC.

NAME	PRINCIPAL OCCUPATION OR EMPLOYMENT	ADDRESS
David M. Taggart	Vice President and Treasurer of The Coca-Cola Company; Vice President, Treasurer and Assistant Secretary of Carolina Coca-Cola Bottling Investments, Inc.	

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