

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):  
December 5, 1999

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.)
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One Coca-Cola Plaza Atlanta, Georgia (Address of principal executive offices)	30313 (Zip Code)
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Registrant's telephone number, including area code: (404)676-2121

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Item 5. Other Events

As disclosed in the press release attached as Exhibit 99.1, at a special meeting of the Board of Directors of The Coca-Cola Company held December 5, 1999, the Board accepted the decision of M. Douglas Ivester, the Company's chairman of the board and chief executive officer, to retire in April 2000; elected Douglas N. Daft president and chief operating officer, effective immediately; and indicated that it intends to elect Mr. Daft chairman of the board and chief executive officer upon Mr. Ivester's retirement in April.

Item 7. Financial Statements and Exhibits

(c) Exhibits:

99 Press release of The Coca-Cola Company issued  
December 6, 1999

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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: December 6, 1999

By: /s/ JOSEPH R. GLADDEN, JR.

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Joseph R. Gladden, Jr.  
Senior Vice President and

Exhibit Index

Exhibit No.

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99

Press release issued December 6, 1999

FOR IMMEDIATE RELEASE

M. DOUGLAS IVESTER ANNOUNCES PLAN TO RETIRE  
FROM THE COCA-COLA COMPANY IN APRIL 2000;  
BOARD ELECTS DOUGLAS N. DAFT PRESIDENT, COO  
AND ANNOUNCES INTENTION TO ELECT DAFT CHAIRMAN, CEO IN APRIL

Atlanta, December 6, 1999 - M. Douglas Ivester, chairman of the Board and chief executive officer of The Coca-Cola Company, has informed the Company's Board of Directors of his intention to retire in April 2000, following the Company's annual meeting of share owners.

Yesterday, at a special meeting, the Board elected Douglas N. Daft president and chief operating officer, effective immediately. The Board also indicated that it intends to elect Mr. Daft chairman of the Board and chief executive officer following Mr. Ivester's retirement in April.

"Doug has informed the Board of his desire to retire as chairman and chief executive officer in April, a decision the Board has reluctantly accepted," said James B. Williams, a member of the Board. "Over the last 20 years, The Coca-Cola Company has been fortunate to have someone of Doug's wisdom and dedication in its leadership ranks. We are pleased

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that he has agreed to stay on until April to assist the Company in this change."

"After extensive reflection and thought, I have concluded that it is time for me to move on to the next stage of my life and, therefore, to put into place an orderly transition for this great Company," said Mr. Ivester.

"During the past two years, against the backdrop of an unprecedented downturn in the global economy, we have put into place systems necessary to redesign the organization going forward. The Company has weathered the economic storm extremely well and I believe the customers and share owners of Coca-Cola have been well served," Mr. Ivester said.

"One of the great strengths of The Coca-Cola Company is the depth of its management team," he added. "Doug Daft brings 30 years of experience in the Company's global business to the role of chief operating officer. He is perfectly suited to lead this Company in its continuing efforts to build value for all its share owners."

Mr. Daft, 56, began his career with the Company in 1969 in his native Australia. For much of his career, he served in planning, marketing and operations positions in Asia. In 1984, he was named president of the Central Pacific Division, which included responsibility for China, Indonesia, and Thailand.

In 1988, he was named president of the North Pacific Division and president of Coca-Cola (Japan) Company. In 1991, he moved to the Company's Atlanta headquarters to assume the responsibility of president of the Pacific Group. He was named

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to his previous position as head of the Middle and Far East and Africa Groups, as well as the Schweppes Beverages Division, in October of this year.

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Contact: Randy Donaldson  
(404) 676-3853

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