

**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): **December 12, 2013**

*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))

**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On December 12, 2013, The Coca-Cola Company (the "Company") announced that Steven A. Cahillane, Executive Vice President of the Company and President, Coca-Cola Americas, is leaving the Company. Mr. Cahillane's last day of employment will be February 28, 2014.

A copy of the Company's press release announcing Mr. Cahillane's departure and other matters is attached to this report as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits

99.1 Press Release of The Coca-Cola Company, dated December 12, 2013, regarding Steven A. Cahillane.

2

**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 18, 2013

By: /s/ Bernhard Goepelt  
Bernhard Goepelt  
Senior Vice President, General Counsel & Chief Legal Counsel

3





**Contact:**  
**Ben Deutsch**  
 T +01 404.676.2683

The Coca-Cola Company  
 Global Public Affairs & Communications  
 Department  
 P.O. Box 1734  
 Atlanta, GA 30301

## News Release

### THE COCA-COLA COMPANY ANNOUNCES COCA-COLA AMERICAS MANAGEMENT AND ORGANIZATIONAL CHANGES

**ATLANTA, Dec. 12, 2013** — The Coca-Cola Company today announced management and organizational changes related to Coca-Cola Americas with a purpose to accelerate growth.

Following the successful reorganization of the Company's operating structure last year, the Company is taking further action to streamline its focus and expedite its refranchising to independent bottling partners. Effective January 1, 2014, the integrated North America business will be segmented into a traditional company and bottler operating model that will better suit the unique needs of the North America market. It will consist of two operating units: Coca-Cola North America and Coca-Cola Refreshments.

As a result, the following leadership changes will take place:



**J. A. M. "Sandy" Douglas**

Coca-Cola North America (CCNA) will be led by J. A. M. "Sandy" Douglas, as Group President, reporting to Chairman and CEO Muhtar Kent. Douglas will also continue his role as Global Chief Customer Officer. In this role, North America Brands, Foodservice, Brand Commercial, Retail Sales, Research & Development, Venturing and Emerging Brands, Strategy, Franchise Leadership and Transformation and the Canadian franchise operations will report to Douglas.



**Paul Mulligan**

Coca-Cola Refreshments (CCR), the bottling operations of North America, will be led by Paul Mulligan, as President, CCR. CCR will become part of the Bottling Investments Group (BIG) and Mulligan will report to Irial Finan, President of BIG. Mulligan is currently head of Commercial for BIG, and Region Director responsible for Japan and Latin America BIG operations. In his new role, CCR Canada, Product Supply Chain and Service, Bottler Commercial, Customer Care and Region Sales will report to Mulligan.

The North America Enabling Functions will continue to support both CCNA and CCR.



**Steve Cahillane**

Steve Cahillane, President of Coca-Cola Americas, has decided to leave the Company to pursue other opportunities.

The Coca-Cola Americas operating structure will cease to exist. The Latin America Group, led by Group President Brian Smith, will become part of Coca-Cola International. Smith will report to Ahmet Bozer, President of Coca-Cola International.

"Today's announcement represents the next step in the evolution of the business announced last year when the Company consolidated leadership of its global

operations under the Bottling Investments Group, Coca-Cola International, and Coca-Cola Americas,” said Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company. “We organized the business to intensify focus on key markets, streamline reporting lines, and provide flexibility to adjust the business within these geographies in the future.

Now, we are in a position to leverage this flexibility to return to a traditional company and bottling operating model in North America, which will enhance our focus on execution and accelerate the refranchising of our bottling system in our flagship market.”

Added Kent: “Sandy and Paul are proven leaders with extensive System experience, and they will make a great team. Sandy knows the U.S. business as well as any beverage executive and has played an integral leadership role in implementing our 21<sup>st</sup> Century beverage partnership model in the U.S. Paul is a very strong operator who brings 17 years of U.S. and international bottling experience to this new role. And Paul will have the benefit of working closely with Irial, whose leadership of BIG has significantly improved the performance of our company-owned bottling operations around the world.

“Finally, I would like to thank Steve Cahillane for his many contributions to the North American business,” said Kent. “Under Steve’s leadership, our North America business delivered several consecutive quarters of volume and value share gains, despite operating in a very difficult economic environment the past three years. We wish him well.”

Prior to Douglas’s appointment as Senior Vice President and Global Chief Customer Officer of The Coca-Cola Company, he was President of Coca-Cola North America. Sandy joined The Coca-Cola Company in January 1988 as a District Sales Manager for the Foodservice Division of Coca-Cola USA. He also held a variety of positions with increasing responsibility in Coca-Cola USA. He was named Vice President of Coca-Cola USA in 1994, assuming leadership of the CCE Sales &



Marketing Group. In 1998, his responsibilities were increased to include the entire North American Field Sales & Marketing Groups. He was appointed President of the North America Retail Division in 2000.

Douglas began his career at The Procter & Gamble Company working in a variety of sales and sales management positions.

Prior to the Coca-Cola system, Mulligan practiced as a CPA with KPMG in Ireland & USA. He joined Coca-Cola Hellenic Romania Field Sales prior to assuming the role of General Manager of Coca-Cola Bottling Company North West Romania. He subsequently was appointed Commercial Director, Romania. Mr. Mulligan next served as Country Manager of Bulgaria (Coca-Cola Hellenic) where he was Founding Member & Chairman of Bulgaria’s first licensed Waste Packaging Recovery Organization. Mulligan then served as Country General Manager of Switzerland before joining The Coca-Cola Company as Group Commercial Director for the Bottling Investments Group, with commercial strategy responsibility spanning 20 franchises and operational responsibility for the Company’s investments in Japan (Tokyo & Tone Bottling Companies) and the Bottling Franchise for Coca-Cola Philadelphia, USA.

#### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world’s most valuable and recognizable brands, our Company’s portfolio features 16 billion-dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world’s largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of more than 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world’s top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

###

---