
**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):
January 3, 2019

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
(I.R.S 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**

Not Applicable
(Former name or former address, if changed since last report)

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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure.

On January 3, 2019, The Coca-Cola Company (the “Company”) issued a press release announcing the completion of the previously announced acquisition of Costa Limited.

A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference. The website and social media addresses of the Company and other websites are included in the press release as an inactive textual reference only and the information contained on these sites is not part of the press release and shall not be deemed incorporated by reference in, and should not be considered to be a part of, this Current Report on Form 8-K.

The information contained in this Item 7.01 as well as Exhibit 99.1, attached hereto, is intended to be furnished and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	Press release of the Company, dated January 3, 2019.

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, thereunto duly authorized.

THE COCA-COLA COMPANY (REGISTRANT)

Date: January 7, 2019

By: /s/ Bernhard Goepelt
Bernhard Goepelt
Senior Vice President and General Counsel



The Coca-Cola Company Completes Acquisition of Costa from Whitbread PLC

Coca-Cola Adds Global Coffee Platform with Potential for Future Growth and Expansion

ATLANTA and DUNSTABLE, BEDFORDSHIRE, ENGLAND, Jan. 3, 2019 –The Coca-Cola Company today announced that it has completed the acquisition of Costa Limited from Whitbread PLC. The \$4.9 billion transaction follows approval from regulatory authorities in the European Union and China.

The acquisition was first announced on Aug. 31, 2018.

Costa, which has operations in more than 30 countries, gives Coca-Cola a significant footprint in the global coffee business. Worldwide, the coffee segment is growing 6% annually. Costa has a scalable platform across multiple formats and channels, from the existing Costa Express vending system to opportunities to introduce ready-to-drink products.

“We see great opportunities for value creation through the combination of Costa’s capabilities and Coca-Cola’s marketing expertise and global reach,” said James Quincey, CEO of The Coca-Cola Company. “Our vision is to use the strong Costa platform to expand our portfolio in the growing coffee category.”

“We wish our friends and colleagues at Costa all the very best for their future success,” said Alison Brittain, Whitbread Chief Executive. “Whitbread acquired Costa 23 years ago, when it had only 39 shops. Costa has grown to become a leading, international coffee brand, and Coca-Cola is the right partner to take Costa to the next stage of expansion.”

For more information, see the original announcements about the transactions:

- Coca-Cola press release: <https://www.coca-colacompany.com/press-center/press-releases/coca-cola-to-acquire-costa>
- Coca-Cola investor presentation: https://s22.q4cdn.com/984101753/files/doc_presentations/2018/02.-Presentation-FINAL.pdf
- Whitbread press release: <https://www.whitbread.co.uk/media/press-releases/2018/31-08-2018>

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries and territories. In addition to the company’s Coca-Cola brands, our portfolio includes some of the world’s most valuable beverage brands, such as AdeS soy-

based beverages, Ayataka green tea, Costa coffee, Dasani waters, Del Valle juices and nectars, Fanta, Georgia coffee, Gold Peak teas and coffees, Honest Tea, innocent smoothies and juices, Minute Maid juices, Powerade sports drinks, Simply juices, smartwater, Sprite, vitaminwater and ZICO coconut water. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at Coca-Cola Journey at www.cocacola.com and follow us on Twitter, Instagram, Facebook and LinkedIn.

The fairlife® brand is owned by fairlife LLC, our joint venture with Select Milk Producers Inc. Products from fairlife are distributed by our company and certain of our bottling partners.

About Whitbread PLC

Whitbread PLC is the owner of the UK's favourite hotel chain, Premier Inn, as well as restaurant brands, Beefeater, Brewers Fayre, Table and Bar + Block.

Whitbread employs over 35,000 people in over 1,200 Premier Inn hotels and restaurants across the UK, serving over five million customers every month. Premier Inn currently operates one hotel in Frankfurt with plans to grow the brand to over 30 hotels in Germany by 2020/21.

At Whitbread we are committed to being a force for good in the communities in which we operate. Our Sustainability programme, 'Force for Good' is focused on enabling people to live and work well and is built around three pillars of Opportunity, Community and Responsibility.

In the year ended 2 March 2018, Whitbread PLC reported an 6.1% increase in Group Revenue to £3.3 billion and Underlying Profit before tax of £591 million up 4.5%*.

Whitbread PLC is listed on the London Stock Exchange and is a constituent of the FTSE 100. It is also a member of the FTSE4Good Index.

*these figures include revenue and profits from the previously held Costa business

Contacts:

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Costa

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Whitbread

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 - Investors and Analysts: Matt Johnson, +44 (0) 7848 146 761
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