

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person* CRESPO FRANCISCO (Last) (First) (Middle) THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA (Street) ATLANTA, GA 30313 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 05/01/2017	3. Issuer Name and Ticker or Trading Symbol COCA COLA CO [KO]	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Senior Vice President	5. If Amendment, Date Original Filed(Month/Day/Year)
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, \$.25 Par Value	37,643 (1)	D (2)	
Common Stock, \$.25 Par Value	3,470	I	By 401(k) Plan (3)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
Employee Stock Option (Right to Buy)	(4)	02/16/2021	Common Stock, \$.25 Par Value	54,200	\$ 31.9975	D	
Employee Stock Option (Right to Buy)	(5)	02/15/2022	Common Stock, \$.25 Par Value	142,374	\$ 34.3525	D	
Employee Stock Option (Right to Buy)	(6)	02/20/2023	Common Stock, \$.25 Par Value	143,426	\$ 37.61	D	
Employee Stock Option (Right to Buy)	(7)	02/19/2024	Common Stock, \$.25 Par Value	169,727	\$ 37.205	D	
Employee Stock Option (Right to Buy)	(8)	02/18/2025	Common Stock, \$.25 Par Value	63,306	\$ 41.885	D	
Employee Stock Option (Right to Buy)	(9)	02/17/2026	Common Stock, \$.25 Par Value	47,572	\$ 43.515	D	
Employee Stock Option (Right to Buy)	(10)	02/15/2027	Common Stock, \$.25 Par Value	60,326	\$ 40.89	D	
Hypothetical Shares	(11)	(11)	Common Stock, \$.25 Par Value	7,349	\$ (12)	I	By Supplemental 401(k) Plan (13)

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CRESPO FRANCISCO THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313			Senior Vice President	

Signatures

/s/ Francisco Crespo		05/04/2017
**Signature of Reporting Person		Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 21,443 shares of common stock of The Coca-Cola Company issuable upon vesting of performance share units that were issued to the reporting person in connection with the attainment of performance criterion underlying performance share units granted for the 2014-2016 performance period.
- (2) Exhibit Index - Exhibit No. 24 - Power of Attorney
- (3) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of May 1, 2017.
- (4) Option (with tax withholding right) granted on February 17, 2011 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (5) Option (with tax withholding right) granted on February 16, 2012 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (6) Option (with tax withholding right) granted on February 21, 2013 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant became exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (7) Option (with tax withholding right) granted on February 20, 2014 under The Coca-Cola Company 2008 Stock Option Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (8) Option (with tax withholding right) granted on February 19, 2015 under The Coca-Cola Company 2014 Equity Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (9) Option (with tax withholding right) granted on February 18, 2016 under The Coca-Cola Company 2014 Equity Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (10) Option (with tax withholding right) granted on February 16, 2017 under The Coca-Cola Company 2014 Equity Plan. One-fourth of grant becomes exercisable on each of the first, second, third and fourth anniversaries of the grant date.
- (11) There is no data applicable with respect to the hypothetical shares.
- (12) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (13) As of May 1, 2017.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS: THAT I, Francisco Crespo, hereby appoint Jared M. Brandman, Karen V. Danielson, Anita Jane Kamenz and Jennifer D. Manning, each acting individually, my true and lawful attorneys for me and in my name for the purpose of:

(1) executing on my behalf any Form ID for the application for access codes to the U.S. Securities and Exchange Commission's EDGAR? System or any successor system, any Initial Statement of Beneficial Ownership of Securities on Form 3, any Statement of Changes in Beneficial Ownership of Securities on Form 4, any Annual Statement of Changes in Beneficial Ownership of Securities on Form 5 and any additional forms which may be promulgated pursuant to Section 16 of the Securities Exchange Act of 1934, as amended, or any amendments thereto, in connection with my transactions in shares of The Coca-Cola Company common stock and causing such forms to be filed with the U.S. Securities and Exchange Commission, the New York Stock Exchange and/or any other appropriate stock exchange; and

(2) taking any other action in connection with the foregoing which, in the opinion of any of such attorneys-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the forms executed by any of such attorneys-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as any of such attorneys-in-fact may approve in their discretion.

The undersigned acknowledges that:

(1) the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934; and

(2) this Power of Attorney authorizes, but does not require, any of the foregoing attorneys-in-fact to act in their discretion on information provided to such attorneys-in-fact without independent verification of such information.

The undersigned hereby grants to each of the foregoing attorneys-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary or appropriate to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, hereby ratifying and confirming all that any of such attorneys-in-fact, shall lawfully do or cause to be done by virtue of this Power of Attorney.

This Power of Attorney shall remain in effect until revoked in writing by the undersigned.

IN WITNESS WHEREOF, I have hereunto set my hand this 24th day of April, 2017.

/s/ Francisco Crespo
Francisco Crespo