FORM	4
------	---

Check this box if no	
longer subject to Section	
16. Form 4 or Form 5	
obligations may	E
continue. See Instruction	F

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

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response... 0.5

SEC 1474 (9-02)

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

 obligations may continue. See Instruction
 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment I(b).

 Company Act of 1940

(Print or Type Responses)												
1. Name and Address of Reporting Person [*] SMITH BRIAN JOHN	2. Issuer Name and COCA COLA C		radin	g Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner						
(Last) (First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)						Officer (give title below) X_Other (specify below)				
THE COCA-COLA COMPANY, ONI	E COCA-	05/10/2017						Group President				
COLA PLAZA												
(Street) ATLANTA, GA 30313		4. If Amendment, Date Original Filed(Month/Day/Year)						6. Individual or Joint/Group FilingCheck Applicable Line) _X_Form filed by One Reporting Person Form filed by More than One Reporting Person				
,	(72°)											
(City) (State)	(Zip)		Table I -	Non	Derivativ	ve Secu	rities Acqui	ired, Disposed of, or Beneficially Owned				
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		(Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	Form:	7. Nature of Indirect Beneficial		
		(Month/Day/Year)	Code	v	Amount	(A) or (D)	Price	(Instr. 3 and 4)	Direct (D) or Indirect (I) (Instr. 4)	Ownership (Instr. 4)		
Common Stock, \$.25 Par Value	05/10/2017		М		87,800	А	\$ 27.7675	149,185	D			
Common Stock, \$.25 Par Value	05/10/2017		S		87,800	D	\$ 43.432 (1)	61,385	D			
Common Stock, \$.25 Par Value								31,674 (2)	Ι	By 401(k) Plan		

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

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

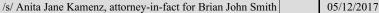
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

(e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	tion)	of E Secu Acq or E of (I	Derivative urities uired (A) Disposed D) tr. 3, 4,	6. Date Exercisable and 7. Title and Amount		ng	Derivative Derivative Security Securities (Instr. 5) Beneficially Owned Following Reported Transaction(s)		Derivative Security: Direct (D) or Indirect (I)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	v	(A)		Date Exercisable	Expiration Date		Amount or Number of Shares		(Instr. 4)	(Instr. 4)	
Employee Stock Option (Right to Buy)	\$ 27.7675	05/10/2017		М			87,800	(3)	02/17/2020	Common Stock, \$.25 Par Value	87,800	\$ 0	0	D	
Hypothetical Shares	\$ 0 (4)							<u>(5)</u>	(5)	Common Stock, \$.25 Par Value	12,049		12,049 <u>(6)</u>		By Supplemental 401(k) Plan

Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
SMITH BRIAN JOHN THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313				Group President				

Signatures



**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(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).
- The price is the weighted average sale price of the aggregate number of shares that were sold by the reporting person. These shares were sold in multiple transactions at prices ranging from \$43.36 to (1) \$43.51. The reporting person undertakes to provide to the issuer, any security holder of the issuer or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price.
- (2) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of May 9, 2017.
- (3) Option (with tax withholding right) granted on February 18, 2010 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.
- (4) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.
- (5) There is no data applicable with respect to the hypothetical shares.
- (6) As of May 9, 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.