

FORM 4

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN 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* DOUGLAS J ALEXANDER JR <small>(Last) (First) (Middle)</small> THE COCA-COLA COMPANY, ONE COCA-COLA PLAZA <small>(Street)</small> ATLANTA, GA 30313 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol COCA COLA CO [KO] 3. Date of Earliest Transaction (Month/Day/Year) 07/28/2017 4. If Amendment, Date Original Filed(Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) _____ Other (specify below) _____ Executive Vice President 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
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (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) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$.25 Par Value	07/28/2017		M		18,170	A	\$ 27.7675	315,606	D	
Common Stock, \$.25 Par Value	07/28/2017		M		140,000	A	\$ 34.3525	455,606	D	
Common Stock, \$.25 Par Value	07/28/2017		S		158,170	D	\$ 46.0348 <u>(1)</u>	297,436	D	
Common Stock, \$.25 Par Value	08/01/2017		M		22,568	A	\$ 29.0725	320,004	D	
Common Stock, \$.25 Par Value	08/01/2017		S		22,568	D	\$ 45.7151 <u>(2)</u>	297,436	D	
Common Stock, \$.25 Par Value								2,800	I	By Wife
Common Stock, \$.25 Par Value								11,748 <u>(3)</u>	I	By 401(k) Plan

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

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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)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)	\$ 27.7675	07/28/2017		M		18,170	<u>(4)</u>	02/17/2020	Common Stock, \$.25 Par Value	18,170	\$ 0	79,040	D	
Employee Stock Option (Right to Buy)	\$ 34.3525	07/28/2017		M		140,000	<u>(5)</u>	02/15/2022	Common Stock, \$.25 Par Value	140,000	\$ 0	280,870	D	
Employee Stock Option (Right to Buy)	\$ 29.0725	08/01/2017		M		22,568	<u>(6)</u>	02/20/2018	Common Stock, \$.25 Par Value	22,568	\$ 0	0	D	

Hypothetical Shares	(7)							(8)	(8)	Common Stock, \$.25 Par Value	26,258		26,258 (9)	I	By Supplemental 401(K) Plan
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
DOUGLAS J ALEXANDER JR THE COCA-COLA COMPANY ONE COCA-COLA PLAZA ATLANTA, GA 30313			Executive Vice President	

Signatures

/s/ Karen V. Danielson, attorney-in-fact for J. Alexander Douglas Jr.		08/01/2017
<small>Signature of Reporting Person</small>		<small>Date</small>

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 \$45.92 to \$46.11. 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.

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 \$45.71 to \$45.73. 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.

(3) Shares credited to my account under The Coca-Cola Company 401(k) Plan, as of July 28, 2017.

(4) Option (with tax withholding right) granted on February 18, 2010 under The Coca-Cola Company 1999 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, 2008 under The Coca-Cola Company 1999 Stock Option Plan. One-fourth of grant became exercisable on the first, second, third and fourth anniversaries of the grant date.

(7) Each hypothetical share is equal to one share of common stock of The Coca-Cola Company.

(8) There is no data applicable with respect to the hypothetical shares.

(9) As of July 28, 2017.

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

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