

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

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934 (Amendment No.)

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:	
<input type="checkbox"/>	Preliminary Proxy Statement
<input type="checkbox"/>	CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14a-6(e)(2))
<input type="checkbox"/>	Definitive Proxy Statement
<input checked="" type="checkbox"/>	Definitive Additional Materials
<input type="checkbox"/>	Soliciting Material Pursuant to §.240.14a-12

The Coca-Cola Company

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):	
<input checked="" type="checkbox"/>	No fee required.
<input type="checkbox"/>	Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11. (1) Title of each class of securities to which transaction applies: (2) Aggregate number of securities to which transaction applies: (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined): (4) Proposed maximum aggregate value of transaction: (5) Total fee paid:
<input type="checkbox"/>	Fee paid previously with preliminary materials.
<input type="checkbox"/>	Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing. (1) Amount Previously Paid: (2) Form, Schedule or Registration Statement No.: (3) Filing Party: (4) Date Filed:



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IMPORTANT ANNUAL MEETING INFORMATION

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ENDORSEMENT_LINE _____ SACKPACK _____



MR. A SAMPLE
DESIGNATION (IF ANY)
ADD 1
ADD 2
ADD 3
ADD 4
ADD 5
ADD 6

Vote by Internet

- Go to www.envisionreports.com/coca-cola.
- Or scan the QR code with your mobile device.
- Follow the steps outlined on the secure website.

Meeting Attendance

- You must preregister to attend the meeting.
- Follow the steps outlined on the secure website to register.



Shareowner Meeting Notice

1234 5678 9012 345

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Shareowners of The Coca-Cola Company to be held on April 26, 2017

You are receiving this notice that the proxy materials for The Coca-Cola Company 2017 Annual Meeting of Shareowners are available on the Internet. Follow the instructions below to view the materials and vote online or request a paper or e-mail copy. The items to be voted on and location of the annual meeting are on the reverse side of this notice. Your vote is important.

This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The Proxy Statement and Annual Report on Form 10-K are available at:

www.envisionreports.com/coca-cola



Easy Online Access – A Convenient Way to View Proxy Materials and Vote

When you go online to view materials, you can also vote your shares. Please have this notice available when you access the website to vote.

Step 1: Go to www.envisionreports.com/coca-cola and view the proxy materials.

Step 2: Click the Cast Your Vote or Request Printed Materials section.

Step 3: Follow the instructions on the screen to log in.

Step 4: Make your selection as instructed on each screen to select delivery preferences and vote.

When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.



How to Obtain a Copy of the Proxy Materials – If you want to receive a paper or e-mail copy of these documents, you must request one. There is no charge to you for requesting a copy. Please make your request for a copy as instructed on the reverse side on or before April 18, 2017 to facilitate timely delivery.



2 N O T

C O Y



Shareowner Meeting Notice

Notice of 2017 Annual Meeting of Shareowners

When: Wednesday, April 26, 2017, 8:30 a.m., local time

Where: World of Coca-Cola, 121 Baker Street NW, Atlanta, GA 30313

Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.

The Board of Directors recommends that you vote **FOR** items 1, 2 and 4 and for **ONE YEAR** for item 3:

1. To elect the 14 Director nominees identified in the Company's proxy statement to serve until the 2018 Annual Meeting of Shareowners.
2. To hold an advisory vote to approve executive compensation.
3. To hold an advisory vote on the frequency of future advisory votes to approve executive compensation.
4. To ratify the appointment of Ernst & Young LLP as Independent Auditors of the Company to serve for the 2017 fiscal year.

The Board of Directors recommends that you vote **AGAINST** the following proposal:

5. Shareowner proposal regarding a human rights review.

Note: To transact such other business as may properly come before the meeting and at any adjournments or postponements of the meeting.

THIS IS NOT A PROXY CARD. To vote your shares on a proxy card, you must request that a paper copy of the proxy materials be mailed to you by following the instructions at the bottom of this page.

NOTE: If you wish to attend the meeting, you must register in advance. Follow the steps outlined on the secure voting website accessible at www.envisionreports.com/coca-cola to obtain an admission ticket. If you do not have access to the Internet, you may register by contacting Shareowner Services at (404) 676-2777.



Here's how to order a copy of the proxy materials and select a future delivery preference:

Paper copies: Current and future paper delivery requests can be submitted via the telephone, Internet or e-mail options below.

E-mail copies: Current and future e-mail delivery requests must be submitted via the Internet following the instructions below. If you request an e-mail copy of current materials, you will receive an e-mail with a link to the materials.

PLEASE NOTE: You must use the number in the shaded bar on the reverse side when requesting the proxy materials.

- **Internet** – Go to www.envisionreports.com/coca-cola. Click Cast Your Vote or Request Printed Materials. Follow the instructions to log in and order a paper or e-mail copy of the current meeting materials and submit your preference for e-mail or paper delivery of future meeting materials.
- **Telephone** – Call us free of charge at 1-866-641-4276 within the USA, Canada and Puerto Rico using a touch-tone phone and follow the instructions to order a paper copy of the materials by mail for the current meeting. You can also submit a preference to receive a paper copy for future meetings.
- **E-mail** – Send an e-mail to investorvote@computershare.com with "Proxy Materials The Coca-Cola Company" in the subject line. Include in the message your full name and address, plus the number located in the shaded bar on the reverse, and state in the e-mail that you want a paper copy of current meeting materials. You can also state your preference to receive a paper copy for future meetings.

To facilitate timely delivery, all requests for a paper copy of the proxy materials must be received by April 18, 2017.

NEW PROCEDURE FOR ATTENDING THE 2017 ANNUAL MEETING



THINGS TO KNOW BEFORE ATTENDING THE ANNUAL MEETING ON APRIL 26, 2017

If you plan to attend the 2017 Annual Meeting in person, you must register in advance. Requests for admission tickets will be processed in the order in which they are received.

Shareowners must register in advance at www.investorvote.com/coca-cola and bring a valid photo ID to gain admission to the 2017 Annual Meeting.

At the entrance to the meeting, we will verify your registration and request to see your admission ticket and a valid form of photo identification, such as a driver's license or passport.

You will be required to enter through a security checkpoint before being granted access to the venue.

When:

Wednesday, April 26, 2017

8:30 a.m.

Where:

World of Coca-Cola

121 Baker Street NW
Atlanta, Georgia 30313

Shareowners must register in advance to attend the 2017 Annual Meeting.

You may register to attend the 2017 Annual Meeting by accessing www.investorvote.com/coca-cola and follow the instructions provided to register and print out your admission ticket.

If you do not have access to the Internet, you may register by contacting Shareowner Services at (404) 676-2777.

You will need the 15 digit control number included on your proxy card or notice to register.

Please note, failure to follow these new admission procedures may result in being denied admission to the meeting or being directed to view the meeting in an overflow room. Please refer to question 21 on page 87 of the 2017 Proxy Statement for details.

If you have questions regarding admission to the annual meeting, please call Shareowner Services at (404) 676-2777.

Free admission to World of Coca-Cola is available to shareowners (and one guest) on April 26, 2017 after the Annual Meeting. You do not have to attend the Annual Meeting to gain free admission to World of Coca-Cola on April 26, 2017. A valid photo ID and proof of stock ownership is required to gain entrance to the venue. Proof of ownership may include your proxy card or meeting notice.

Details can be found at www.coca-colacompany.com/annual-meeting-of-shareowners/annual-meeting-wocc-admission-2017. If you do not have access to the Internet, you may call (404) 676-5151 or 1-800-676-COKE (2653) for more information.

The Coca-Cola Company

