

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.
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2017 Annual Meeting of Shareowners



WHEN:

Wednesday, April 26, 2017
8:30 am, local time

WHERE:

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

[LEARN MORE](#)

Submit a Question

Use this form to submit a question that may be addressed at the Annual Meeting.

[GO TO FORM ▶](#)



Proxy Materials

View our interactive proxy materials and download PDF versions.

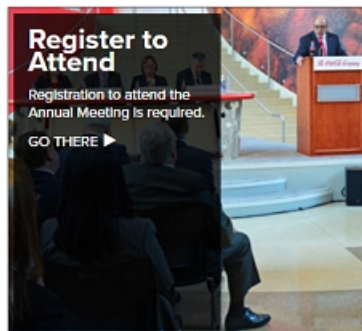
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Register to Attend

Registration to attend the Annual Meeting is required.

[GO THERE ▶](#)



Voting Information

View our roadmap of voting matters and find out how to vote.

[GO THERE ▶](#)

Item	Our Board's Recommendation
ITEM 1. Advisory vote to Approve Executive Compensation	FOR
ITEM 2. Advisory vote to Approve Executive Compensation	FOR
ITEM 3. Advisory vote on the Frequency of Future Advisory Votes to Approve Executive Compensation	FOR One Year
ITEM 4. Ratification of the Appointment of Ernst & Young LLP as Independent Auditors	FOR
ITEM 5. Shareowner Proposal Regarding a Human Rights Review	AGAINST

Vote Here

Read Important Information about voting your shares and vote online.

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Sam Nunn

Message from the Lead Independent Director

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Compensation Committee

Message from the Compensation Committee

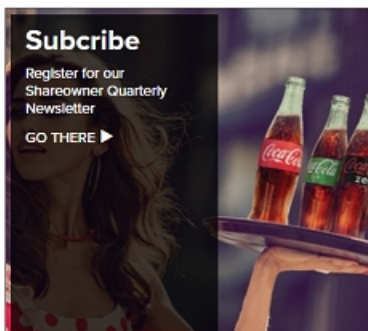
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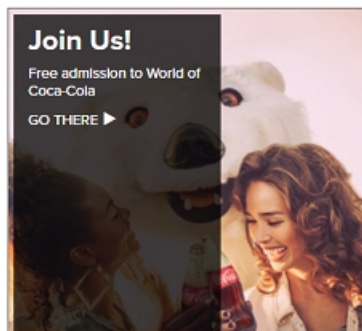
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Join Us!

Free admission to World of Coca-Cola

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Go Green

Shareowners of Record: enroll now and we'll plant a tree on your behalf.

[ENROLL NOW ▶](#)



Leadership

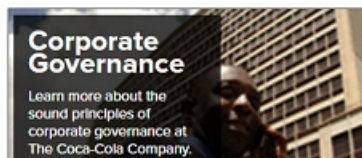
Our management structure has evolved to sharpen external focus on the marketplace.

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Corporate Governance

Learn more about the sound principles of corporate governance at The Coca-Cola Company.





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The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands and nearly 3,900 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 21 billion-dollar brands, 19 of which are available in reduced-, low- or no-calorie options. These brands include Diet Coke, Coca-Cola Zero, Fanta, Sprite, Dasani, vitaminwater, Powerade, Minute Maid, Simply, Del Valle, Georgia and Gold Peak. Through the world's largest beverage distribution system, we are the No. 1 provider of both sparkling and still beverages. More than 1.9 billion servings of our beverages are enjoyed by consumers in more than 200 countries each day. With an enduring commitment to building sustainable communities, our company is focused on initiatives that reduce our environmental footprint, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates.

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2017 Annual Meeting of Shareowners

Annual Meeting Voting Information

ROADMAP OF VOTING MATTERS

	Our Board's Recommendation
ITEM 1. Election of Directors	FOR each Director Nominee
ITEM 2. Advisory Vote to Approve Executive Compensation	FOR
ITEM 3. Advisory vote on the Frequency of Future Advisory Votes to Approve Executive Compensation	FOR One Year
ITEM 4. Ratification of the Appointment of Ernst & Young LLP as Independent Auditors	FOR
ITEM 5. Shareowner Proposal Regarding a Human Rights Review	AGAINST

PROXY MATERIALS



YOUR VOTE IS IMPORTANT

Finished reviewing the materials and ready to vote? You can use the links provided below to submit your vote now.

[VOTE HERE](#) if you are a Shareowner of Record (meaning you hold your shares in your name through Computershare). You will need your control number located on your [proxy card](#) or meeting [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

[VOTE HERE](#) if you are a beneficial shareowner (meaning you hold your shares through a broker). You will need your control number located on your [voting instruction form](#) or [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

Having problems voting? Contact [Shareowner Services](#) for help.

REGISTER TO ATTEND THE 2017 ANNUAL MEETING



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2017 Annual Meeting of Shareowners

Annual Meeting Registration



You must register in advance and obtain an admission ticket to attend the annual meeting.

If you plan to attend the 2017 Annual Meeting in person, you must register in advance. Attendance at the meeting is limited to shareowners as of the record date, February 27, 2017, or their authorized named representatives (see question [23] on page [88] in the [proxy statement](#) for instructions on how to appoint an authorized named representative). Please note that seating is limited and registration will be accepted on a first-come, first-served basis.

[Register here](#) if you are a shareowner of record (meaning you hold your shares in your name through Computershare) and follow the instructions provided to register and print out your admission ticket. You will need your 15 digit control number located on your [proxy card](#) or meeting [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

[Register here](#) if you are a beneficial shareowner (meaning you hold your shares through a broker) and follow the instructions provided to register and print out your admission ticket. You will need your 16 digit control number located on your [voting instruction form](#) or meeting [notice](#). If you received your meeting notice via e-mail, your control number will be easily identified.

At the entrance to the meeting, we will verify your registration and request to see your admission ticket and a valid form of photo ID, 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.

Ensuring the meeting is safe and productive is our top priority. As such, failure to follow these admission procedures may result in being denied admission or being directed to view the meeting in an overflow room. Because seating in the meeting room is limited, and in order to be able to address security concerns, we reserve the right to direct attendees to listen to the meeting in an overflow room. In addition, failure to follow the meeting procedures may result in ejection from the meeting, being directed to listen to the meeting in an overflow room and/or being denied admission to this and future meetings.

Have additional questions? Check the annual meeting [FAQs](#) for more information.

MEETING DETAILS

WHEN:

Wednesday, April 26, 2017
8:30 am, local time

WHERE:

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

PROXY MATERIALS



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**Transcript of
Annual Meeting Page Welcome Video by
Muhtar Kent, Chairman and Chief Executive Officer of
The Coca-Cola Company**

Welcome to the webpage of our 2017 annual general meeting of shareowners, which is going to be held Wednesday, April 26th in our hometown of Atlanta, Georgia. This page gives you a convenient way to interact with our company. You can view proxy materials, vote your shares and also submit questions for the meeting.

For 2017, we will again hold our meeting at the World of Coca-Cola in Atlanta. **This year, if you are planning to attend the annual meeting, you must register in advance and obtain an admission ticket.** So please refer to the information provided on this annual meeting webpage or in your proxy materials for details on how to register and also obtain your admission ticket.

As a shareowner, your voice is absolutely vital to our future. So please vote your shares. You can sign and return your proxy card or voting instruction form, use phone or Internet voting or click on a voting link on this page. As always, your proxy statement contains all of the items on which we're asking you to vote.

I hope you'll join us here in Atlanta for the meeting. But if you are unable to attend, I invite you to listen to the live audiocast and if you'd like, submit also a question in advance.

As always, thank you for your investment, thank you for your confidence in this great business of refreshing the world with Coca-Cola and our more than 500 other well-loved beverage brands. Cheers!
