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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): February 19, 2015

*The Coca-Cola Company*

(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

001-02217  
(Commission File Number)

58-0628465  
(IRS Employer Identification No.)

One Coca-Cola Plaza  
Atlanta, Georgia  
(Address of principal executive offices)

30313  
(Zip Code)

Registrant's telephone number, including area code: (404) 676-2121

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On February 19, 2015, current Directors James D. Robinson III and Peter V. Ueberroth each provided notice to the Chairman of the Board of Directors of The Coca-Cola Company (the "Company") of his intention not to stand for re-election at the 2015 Annual Meeting of Shareowners. Messrs. Robinson and Ueberroth will both remain on the Board and maintain their respective Committee memberships until the 2015 Annual Meeting of Shareowners, which is scheduled to occur in April 2015. The Company's February 19, 2015 press release announcing the retirement of Messrs. Robinson and Ueberroth is attached hereto as Exhibit 99.1 and incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits

99.1 Press Release of The Coca-Cola Company, dated February 19, 2015, regarding Directors.

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**THE COCA-COLA COMPANY**  
(REGISTRANT)

Date: February 20, 2015

By: /s/ Bernhard Goepelt  
Bernhard Goepelt  
Senior Vice President, General Counsel and  
Chief Legal Counsel

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The Coca-Cola Company  
Global Public Affairs &  
Communications Department

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## News Release

### **JAMES D. ROBINSON III, PETER UEBERROTH TO RETIRE FROM THE COCA-COLA COMPANY BOARD OF DIRECTORS**

*Both Will Remain Directors through the Company's Annual Meeting in April*

**ATLANTA, Feb. 19, 2014** --The Board of Directors of The Coca-Cola Company today announced James D. Robinson, III, and Peter V. Ueberroth will not stand for re-election to the Board at the Company's Annual Meeting of Shareowners in April.



**JAMES D. ROBINSON, III**

Robinson, 79, is a longtime director of The Coca-Cola Company, having served on the Board since 1975. Robinson is a highly respected businessman, best known for his leadership as the Chief Executive Officer of American Express Company from 1977 to 1994. He also served as the non-executive Chairman of the Board of Bristol-Myers Squibb Company from 2005 to 2008. Currently, Robinson is the Co-Founder and General Partner of RRE Ventures, an early stage technology-focused venture capital firm and serves as President of J.D. Robinson, Inc., a strategic advisory firm.

Robinson is a member of the Council on Foreign Relations, serves as Honorary Chairman of Memorial Sloan-Kettering Cancer Center, an Honorary Trustee of the Brookings Institution, and Chairman Emeritus of the Partnership for New York City and the World Travel and Tourism Council. He is a Director of On Deck Capital, Inc. and a member of the Board of the National Academy Foundation.



**PETER V. UEBERROTH**

Peter V. Ueberroth, 77, is a highly respected executive who has served as a Director of The Coca-Cola Company since 1986. Currently, he is an investor and Chairman of the Contrarian Group, Inc., a business management company, and serves as Chairman of the Board of Aircastle Limited. He is also Co-Chairman of Pebble Beach Company.

Ueberroth is most well-known for his role as President of the Organizing Committee for the 1984 Summer Olympic Games in Los Angeles, for which he was named TIME Magazine's Person of the Year. Ueberroth is also recognized for his work as Commissioner of Baseball from 1984 to 1989, then later as the co-owner of Pebble Beach golf course. More recently, he served as Chairman of the United States Olympic Committee until 2008.

"We are deeply indebted to Jimmy and Peter for their 40 and 29 years, respectively, of tireless dedication to our Company," said Muhtar Kent, Chairman and CEO, The Coca-Cola Company. "In addition to their successful careers as leading executives, they have spent countless hours working for our Board and on behalf of our Company and the Coca-Cola system around the world. Jimmy served with distinction as the Chair of our Committee on Directors and Corporate Governance and Presiding Director. Peter chaired our Audit Committee and provided invaluable guidance to many of our finance leaders throughout the years. I am grateful to both of them for their extraordinary contributions and guidance to our Board and our Company, and to me personally."

As announced in December, Marc Bolland, CEO of retailer Marks & Spencer Group PLC, and David Weinberg, Chairman and CEO of Judd Enterprises, Inc., joined the Company's Board of Directors, effective Feb. 18, 2015. With Robinson and Ueberroth's retirement, the Company's Board of Directors will include 15 directors.

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**About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, 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. For more information, visit Coca-Cola Journey at [www.coca-colacompany.com](http://www.coca-colacompany.com), follow us on Twitter at [twitter.com/CocaColaCo](https://twitter.com/CocaColaCo), visit our blog, Coca-Cola Unbottled, at [www.coca-colablog.com](http://www.coca-colablog.com) or find us on LinkedIn at [www.linkedin.com/company/the-coca-cola-company](http://www.linkedin.com/company/the-coca-cola-company).

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