

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

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**FORM 8-K**

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

Date of Report (Date of earliest event reported): September 26, 2016

*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)

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

**Not Applicable**  
(Former name or former address, if changed since last report)

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.**

(b) On September 21, 2016, Evan G. Greenberg informed The Coca-Cola Company (the “Company”) of his intention to resign from the Company’s Board of Directors (the “Board”), effective as of October 1, 2016, due to the increase in demands on his time, particularly following the acquisition by ACE Limited (renamed Chubb Limited) of The Chubb Corporation earlier this year. As a result, his resignation will allow him to devote more time and attention to other business commitments and pursuits, including as Chairman and Chief Executive Officer of Chubb Limited.

Mr. Greenberg did not communicate to the Company any disagreement with the Company regarding its operations, policies or practices in connection with his resignation, nor is the Company aware of any such disagreement. The Company is grateful to Mr. Greenberg for his valued service on the Board, particularly as chair of its Audit Committee.

Ronald W. Allen has been appointed Acting Chair of the Audit Committee.

A copy of the press release issued by the Company is attached as Exhibit 99.1.

**Item 9.01. Financial Statements and Exhibits**

(d) Exhibits

99.1 Press Release of The Coca-Cola Company, dated September 26, 2016, regarding Evan G. Greenberg.

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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: September 26, 2016

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

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*The Coca-Cola Company*

## News Release

**Contacts:****Media****Petro Kacur**  
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T +01 404.676.7563The Coca-Cola Company  
Global Public Affairs & Communications  
DepartmentP.O. Box 1734  
Atlanta, GA 30301  
press@coca-cola.com**EVAN G. GREENBERG TO RESIGN FROM  
THE COCA-COLA COMPANY BOARD OF DIRECTORS**

**ATLANTA, Sept. 26, 2016** – The Coca-Cola Company said today that Evan G. Greenberg, 61, has informed the Company that he will resign from the Company's Board of Directors, effective Oct. 1, 2016. Greenberg said his decision was based on increased demands on his time resulting from an acquisition by his company earlier this year to create Chubb Limited, of which he is now the Chairman and Chief Executive Officer.

Greenberg commented: "Due to increasing demands on my time following a major recent acquisition by my company, I have decided to resign from The Coca-Cola Company's Board of Directors to devote my full attention to my expanded business commitments as Chairman and CEO of Chubb Limited. I have enjoyed the opportunity of serving on the board over the past few years and believe the Company has strong plans in place for the future. I have every confidence in the Company's leadership and wish Muhtar Kent and James Quincey well as they build an exciting future for the Company and its many stakeholders."



Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company, said: "On behalf of everyone at Coca-Cola, I want to thank Evan for his leadership and service to our board. We have benefitted greatly from Evan's deep experience and perspective, and we wish him every success as he dedicates his time to leading Chubb's business into the future."

**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 and more than 3,800 beverage choices. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our company's portfolio features 20 billion-dollar brands, 18 of which are available in reduced-, low- or no-calorie options. Our billion-dollar 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. 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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