

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): April 5, 2019

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))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.04. Temporary Suspension of Trading Under Registrant's Employee Benefit Plans.

On April 5, 2019, The Coca-Cola Company (the "Company") received a notice from the administrator of The Coca-Cola Company 401(k) Plan (the "Plan") advising the Company that, as a result of updating the recordkeeping system of the Plan, participants in the Plan will be unable, for a period of time, to diversify or direct investments in their accounts, or obtain a loan, withdrawal or distribution from the Plan. The temporary blackout period for participants under the Plan begins at 4:00 p.m. Eastern Time, May 6, 2019, and is expected to conclude the week ending May 10, 2019.

On April 9, 2019, in accordance with Section 306 of the Sarbanes-Oxley Act of 2002 and Rule 104 of Regulation BTR of the Securities Exchange Act of 1934, as amended, the Company sent a notice to its directors and executive officers informing them of the blackout period and restrictions on engaging in certain transactions involving Company common stock (including exercising Company stock options) or any derivatives of Company common stock during the blackout period. A copy of the notice is attached hereto as Exhibit 99.1 and incorporated herein by reference.

During the blackout period and for a period of two years thereafter, information regarding the blackout period, including confirmation of the actual beginning and ending dates, may be obtained, without charge, by contacting:

The Coca-Cola Company
Attention: Jennifer Manning, Associate General Counsel and Corporate Secretary
One Coca-Cola Plaza
Atlanta, Georgia 30313
Telephone Number: (404) 676-2121

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
<u>Exhibit 99.1</u>	<u>Notice to Directors and Executive Officers of The Coca-Cola Company.</u>

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: April 10, 2019

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

**Important Notice of Blackout Period to Directors and Executive Officers of
The Coca-Cola Company**

April 9, 2019

Federal securities laws require the Company to provide this notice to its Directors and Executive Officers.

As a result of updating the recordkeeping system of The Coca-Cola Company's 401(k) Plan (the "401(k) Plan"), there will be a blackout period for 401(k) Plan participants scheduled to begin on May 6, 2019 at 4:00 p.m. Eastern Time and expected to conclude the week ending May 10, 2019 ("Plan Blackout Period"). During the Plan Blackout Period, 401(k) Plan participants will not be permitted to direct or diversify investments in their accounts and will not be permitted to obtain a loan, withdrawal or distribution.

Federal securities laws provide that, during the Plan Blackout Period, all Directors and Executive Officers of the Company are prohibited as applicable, with limited exceptions (e.g., sales pursuant to court orders or as required by law), from purchasing, selling or otherwise acquiring, disposing or transferring any Company common stock (including exercising Company stock options) or any derivatives of Company common stock, regardless of whether the individual participates in the 401(k) Plan. As a Director or Executive Officer of the Company, these prohibitions apply to you and to members of your immediate family who share your household, as well as by trusts, corporations and other entities whose stock ownership may be attributed to you.

If you engage in a transaction that violates these rules, you may be required to disgorge your profits from the transaction, and you may be subject to civil and criminal penalties.

For additional information or if you have any questions regarding the Plan Blackout Period, including confirmation, without charge, of the actual beginning and end dates, please contact Jennifer Manning, Associate General Counsel and Corporate Secretary, at The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, Georgia 30313, or by telephone at (404) 676-2121.
