

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:

- Preliminary Proxy Statement  
 **Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**  
 Definitive Proxy Statement  
 Definitive Additional Materials  
 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):

- No fee required.  
 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:

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Fee paid previously with preliminary materials.

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:

\_\_\_\_\_

# The Coca-Cola Company Shareowner Forum



Welcome to our first ever Shareowner Forum. We have designed this website just for you, our shareowners, to enable you to learn more about our Company, participate in a shareowner survey, submit questions in advance of the Annual Meeting of Shareowners and importantly, to vote your shares.

2010 was a great year for our Company, but it was just one chapter in our ongoing story. As we enter an exciting new decade, we do so with a foundation of widely recognized and valued brands, a solid financial position and a strong global presence.

## Vote Your Shares

We encourage you to vote your shares today.

[Vote](#)

## Submit a Question for the Annual Meeting

If you would like to submit a question for the Annual Meeting, please submit it here. We appreciate your input and look forward to hearing from you. In the event we are not able to address your question directly at the Annual Meeting, we will make every effort to respond to you through the Shareowner Forum.

[Submit](#)

## Shareowner Survey

We'd like to learn more about our shareowners. Please complete the survey below.

How long have you been a Coca-Cola shareowner?

- Less than 1 Year
- 1-5 Years
- 5-10 Years
- More than 10 Years

What was the primary factor influencing your decision to become a Coca-Cola shareowner?

- Stock price
- Long-term business prospects for the Company
- Dividends
- Other, please specify

What do you see as the number one topic about our business that you would like to have addressed?

- Sustainability
- Product Quality Ingredients
- Brands/New Products
- Company Leadership
- Business Strategy
- Other, please specify

Do you believe that executive pay at the Company is tied to business performance and aligned with your interests as a shareowner?

- Yes
- No
- Other, please specify

Which method is the most effective way for you to receive communications from the Company?

- Social Media
- Shareowner Forum
- Company Website
- Email
- Other, please specify

What feature do you find most useful on our Shareowner Forum?

- The ability to submit a question online prior to the Annual Meeting
- The ability to access this year's shareowner materials in one location
- The ability to vote your shares on-line
- The ability to sign up for e-delivery of shareowner materials
- Other, please specify

[Submit](#)

## Shareowner Materials

- [Proxy Statement](#)
- [2010 Annual Report on Form 10-K](#)



## View our 2011 Annual Meeting of Shareowners

In order for us to reach a greater number of shareowners, we are offering a webcast of the Annual Meeting. For your convenience, the webcast of the Annual Meeting will be available for viewing through May 31, 2011.

**Location:**  
Cobb Galleria Centre, Two Galleria Parkway  
Atlanta, Georgia 30339  
**Date:** April 27, 2011  
**Time:** 1:00 PM local time

[View Webcast](#)

## Investor Relations

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## 2020VISION

Click here to read our mission, vision and values

**Transcript of Welcome Video from  
Chairman and CEO, Muhtar Kent**

*Muhtar Kent:* Hello, and welcome to our first-ever shareowner forum. I certainly hope you will join me, our Board of Directors and our senior leadership team at our 2011 Annual Meeting of Shareowners on April 27<sup>th</sup> in our hometown of Atlanta. This year's meeting is special as we proudly celebrate the 125<sup>h</sup> anniversary of Coca-Cola.

It also comes on the heels of a strong 2010, where we gained broad-based worldwide volume and value share across the world. A year where we met or exceeded our long-term growth targets and delivered organic growth in each of our five operating groups.

And to you, our shareowners, we returned 7.2 billion dollars in 2010, through 4.1 billion dollars in dividends and 3.1 billion dollars in share repurchases. I know you will be pleased that for the 49<sup>th</sup> consecutive year, we have raised the quarterly dividend, giving you an annual dividend rate of one dollar and 88 cents per share.

Going forward, we see opportunities as exciting as our predecessors must have seen back in 1886. We remain very excited about the future of our industry and the opportunities that await Coca-Cola in the decade ahead.

As an investor in our Company, your voice is absolutely critical to our future. This website was designed to allow you to more easily share your voice and also vote your shares.

In your proxy statement you will see seven items for consideration. As always, one of the most important items on the agenda is the election of Directors. We believe we have one of the most knowledgeable, strategic and engaged Boards in the business world today. Our directors' continued counsel will be even more essential to our business as we move into an era of great complexity and opportunity.

This year, you are also being asked to cast an advisory vote on executive compensation and on the frequency of executive compensation advisory votes in to the future. The Board believes that, at this time, our shareowners and our Company will be best served by holding this advisory vote on compensation every year. On this issue, we have listened to you and believe an annual vote aligns with our shareowners' expectations.

I encourage you to vote prior to the meeting, so that your shares will be represented on all of these important issues. But if you can't join us in Atlanta, please note that you will be able to watch a live webcast from this shareowner forum. We look forward to seeing you at our Annual Meeting and as always, thank you for your investment and confidence in our business.