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 Under Rule 14a-12

(Please see information below for additional details.)

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:
☐ 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 with 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:
Additional Procedures for Beneficial Owners to Participate in the Virtual 2021 Annual Meeting of Shareowners

At the 2021 Annual Meeting of Shareowners, in addition to the procedures established for beneficial owners to vote electronically at the meeting by registering in advance, the virtual meeting platform for this year contains additional functionality that will permit most beneficial owners to attend, vote and submit questions during the meeting by using the control number located in the voting instruction form or email received from the bank, broker or other nominee through which they own their shares of Common Stock. However, we continue to urge beneficial owners to consider using the preregistration process outlined in the 2021 Proxy Statement to participate in the meeting.