Coke Consolidated Announces First Quarter Dividend

January 25, 2007

CHARLOTTE, N.C., Jan. 25 /PRNewswire-FirstCall/ -- Coca-Cola Bottling Co. Consolidated (Nasdaq: COKE) today announced that the Board of Directors has declared a dividend for the First Quarter of 2007 of \$.25 per share on shares of the Company's Common Stock and Class B Common Stock payable on February 23, 2007 to shareholders of record as of the close of business on February 9, 2007.

SOURCE Coca-Cola Bottling Co. Consolidated

CONTACT:
Lauren C. Steele, VP Corporate Affair
+1-704-557-4551
or
Investors
Steven D. Westphal, Senior VP & CFO
+1-704-557-4456
both of Coca- Cola Bottling Co. Consolidated