
**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):

December 2, 2010

COCA-COLA BOTTLING CO. CONSOLIDATED

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction
of incorporation)

0-9286

(Commission File Number)

56-0950585

(IRS Employer Identification No.)

4100 Coca-Cola Plaza, Charlotte, North Carolina 28211

(Address of principal executive offices) (Zip Code)

(704) 557-4400

(Registrant's telephone number, including area code)

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.

On December 2, 2010, the Board of Directors of Coca-Cola Bottling Co. Consolidated (the "Company") appointed Dr. William H. Jones to the Company's Board of Directors. The appointment will become effective on January 1, 2011. Dr. Jones will also serve on the Audit Committee and the Finance Committee of the Board of Directors.

Dr. Jones serves as president of Columbia International University located in Columbia, South Carolina.

On December 2, 2010, Mr. Ned R. McWherter submitted his resignation to the Company's Board of Directors. His resignation is effective as of December 31, 2010.

The Company issued a news release on December 3, 2010, announcing the changes to its Board of Directors, a copy of which is attached hereto as Exhibit 99.1.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

- 99.1 News release issued on December 3, 2010, reporting the resignation of Mr. Ned R. McWherter from the Board of Directors of Coca-Cola Bottling Co. Consolidated, effective December 31, 2010 and the appointment of Dr. William H. Jones, effective January 1, 2011.
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Signature

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.

COCA-COLA BOTTLING CO. CONSOLIDATED
(REGISTRANT)

Date: December 3, 2010

BY: _____ /s/ Umesh M. Kasbekar
Umesh M. Kasbekar
Senior Vice President, Planning and Administration

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC

EXHIBITS
CURRENT REPORT
ON
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COCA-COLA BOTTLING CO. CONSOLIDATED
EXHIBIT INDEX

Exhibit No.	Exhibit Description
99.1	News release issued on December 3, 2010, reporting the resignation of Mr. Ned R. McWherter from the Board of Directors of Coca-Cola Bottling Co. Consolidated, effective December 31, 2010 and the appointment of Dr. William H. Jones, effective January 1, 2011.

Coca-Cola Bottling Co. Consolidated, 4100 Coca-Cola Plaza, Charlotte, NC 28211

News Release

Contact: Lauren C. Steele
VP Corporate Affairs
704-557-4551

FOR IMMEDIATE RELEASE
December 3, 2010



***Dr. William H. Jones Named to
Coca-Cola Consolidated Board of Directors***

Charlotte—Coca-Cola Bottling Co. Consolidated today announced that Dr. William H. Jones has been named to the Company’s Board of Directors, replacing retiring board member Ned R. McWherter. Dr. Jones was named President of Columbia International University in 2007 after nineteen years at the university as provost, senior vice president for academic affairs and teacher. Jones graduated summa cum laude with a chemistry degree from Georgia Institute of Technology and holds earned doctorates from both Columbia Biblical Seminary and Gordon Conwell Seminary.

Dr. Jones also serves as chair of the International Leadership Team of Crossover Communications International, a missions agency he cofounded that ministers in twenty countries. Dr. Jones is the author of several books.

“We are very pleased to have an individual with Bill’s leadership qualities, academic credentials and success in managing an academic institution join our Board, and we look forward to working with Bill,” said Coca-Cola Consolidated Chairman and CEO J. Frank Harrison, III.

Dr. Jones will fill the vacancy resulting from the retirement of former Tennessee Governor Ned R. McWherter, who served on the Board for more than fifteen years. “We appreciate Ned’s dedicated service to our Company and wish him the best of luck in all his future endeavors,” said Harrison. McWherter’s official retirement as an active board member will be effective December 31, 2010, but he will remain as an emeritus member of the board. Dr. Jones’ appointment will be effective January 1, 2011.

Charlotte-based Coca-Cola Consolidated is the nation’s largest independent Coca-Cola bottler with franchise territories in 11 Southeastern states.

—Enjoy Coca-Cola—