
**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): February 1, 2016

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
(Address of principal executive offices)

28211
(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 February 1, 2016, Coca-Cola Bottling Co. Consolidated (the “Company”) promoted Robert G. Chambless, James E. Harris and David M. Katz to Executive Vice Presidents of the Company and appointed Clifford M. Deal, III as Chief Financial Officer of the Company, all effective April 1, 2016. Mr. Harris’ resignation as the Company’s Chief Financial Officer also will be effective on April 1, 2016.

Mr. Deal, age 54, has been the Company’s Vice President and Treasurer since 1999. Mr. Deal served as Director of Compensation and Benefits from October 1997 to May 1999, as Corporate Benefits Manager from December 1995 to September 1997, and as Manager of Tax Accounting from November 1993 to November 1995. He also worked for eight years in various positions in public accounting with Price Waterhouse and Coopers & Lybrand. There are no transactions involving the Company and Mr. Deal that the Company would be required to report pursuant to Item 404(a) of Regulation S-K.

A copy of the press release announcing the promotions of Messrs. Chambless, Harris, Katz and Deal is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits.

(d) *Exhibits.*

<u>Exhibit No.</u>	<u>Description</u>	<u>Incorporated By Reference To</u>
99.1	News Release, dated February 1, 2016.	Filed herewith.

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

Date: February 1, 2016

By: /s/ Umesh M. Kasbekar

Umesh M. Kasbekar

Vice Chairman and Secretary

**UNITED STATES
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Washington, D.C.**

EXHIBITS

**CURRENT REPORT
ON
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COCA-COLA BOTTLING CO. CONSOLIDATED

EXHIBIT INDEX

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Media Contact: Kimberly Kuo
Senior Vice President of Public Affairs,
Communications and Communities
704-763-3245

February 1, 2016

Symbol: COKE
Quoted: The NASDAQ Stock Market (Global Select
Market)

Coca-Cola Consolidated Announces Senior Leadership Changes

CHARLOTTE, N.C. – Coca-Cola Bottling Co. Consolidated (the “Company”) announced today that it has appointed Robert G. Chambless, James E. Harris and David M. Katz as Executive Vice Presidents of the Company and has appointed Clifford M. Deal, III, as Senior Vice President, Chief Financial Officer of the Company, all effective April 1, 2016.

“We are blessed to have a very talented executive leadership team,” said Coca-Cola Consolidated Chairman and CEO J. Frank Harrison, III. “With our ongoing growth, we have made changes to help ensure future growth and excellence as we serve more consumers, customers, communities and employees.”

Robert G. Chambless has been named Executive Vice President, Franchise Strategy and Operations. In this role, Mr. Chambless will oversee all of the Company’s sales, marketing and distribution operations. Mr. Chambless was most recently the Senior Vice President, Sales, Field Operations and Marketing and has served in various roles since joining the Company in 1986.

James E. Harris has been named Executive Vice President, Business Transformation. In this role, Mr. Harris will oversee the Company’s ongoing growth through acquisition of additional distribution territory as well as other key Company strategic initiatives. Mr. Harris has served as Chief Financial Officer since joining the Company in January 2008.

David M. Katz has been named Executive Vice President, Human Resources and Product Supply and Assistant to the Chairman. In this role, Mr. Katz will oversee the Company’s Human Resources and Product Supply groups and continue to support the Chairman’s office in various strategic initiatives. Mr. Katz joined the Company in January 2013 as a Senior Vice President. Prior to joining the Company, Mr. Katz served in multiple roles with Coca-Cola Refreshments and its predecessor, Coca-Cola Enterprises.

Clifford M. Deal, III has been named Senior Vice President, Chief Financial Officer, succeeding Mr. Harris in that role. Mr. Deal has been the Company’s Vice President and Treasurer since 1999. Mr. Deal served in various other roles since joining the Company in 1993 including roles within the Tax and Human Resources Departments. Prior to joining the Company, he also worked for eight years in various positions in public accounting with PricewaterhouseCoopers.

Charlotte-based Coca-Cola Consolidated is the nation’s largest independent Coca-Cola bottler.

Learn more about Coca-Cola Consolidated at www.cokeconsolidated.com, and be sure to follow us on Facebook, Twitter and Instagram.

—Enjoy Coca-Cola—