

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

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

COCA-COLA CONSOLIDATED, INC.

(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 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:



Your **Vote** Counts!

COCA-COLA CONSOLIDATED, INC.

2021 Annual Meeting of Stockholders
Vote by May 10, 2021
11:59 PM ET



D35452-P48251

You invested in COCA-COLA CONSOLIDATED, INC. and it's time to vote!

You have the right to vote on proposals being presented at the 2021 Annual Meeting of Stockholders. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on May 11, 2021.**

Get informed before you vote

You can view the Notice of Annual Meeting and Proxy Statement and the 2020 Annual Report to Stockholders online OR you can receive a free paper or e-mail copy of the material(s) by requesting prior to April 27, 2021. If you would like to request a paper or e-mail copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an e-mail to sendmaterial@proxyvote.com. If sending an e-mail, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or e-mail copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

Smartphone users

Point your camera here and vote without entering a control number



Vote During the Meeting

May 11, 2021
9:00 AM ET

Virtually at:
www.virtualshareholdermeeting.com/COKE2021

THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of Directors Nominees: 01) J. Frank Harrison, III 05) William H. Jones 09) James H. Morgan 13) Richard T. Williams 02) Sharon A. Decker 06) Umesh M. Kasbekar 10) John W. Murrey, III 03) Morgan H. Everett 07) David M. Katz 11) Sue Anne H. Wells 04) James R. Helvey, III 08) Jennifer K. Mann 12) Dennis A. Wicker	✓ For
2. Ratification of the appointment of PricewaterhouseCoopers LLP to serve as Coke Consolidated's independent registered public accounting firm for fiscal 2021.	✓ For
3. Stockholder proposal regarding development of a recapitalization plan.	✗ Against

NOTE: In their discretion, the proxy holders are authorized to vote on such other business as may properly come before the meeting or any adjournment or postponement thereof. EACH OF PROPOSALS 1 AND 2 HAS BEEN PROPOSED BY COCA-COLA CONSOLIDATED, INC.

Prefer to receive an e-mail instead? While voting on www.ProxyVote.com, be sure to click "Sign up for E-delivery".