Coca-Cola Bottling Co. CONSOLIDATED

Summary Annual Report 2007

Coca-Cola Bottling Co. Consolidated is the second largest Coca-Cola bottler in the United States. We are a leader in manufacturing, marketing and distribution of soft drinks. With corporate offices in Charlotte, N.C., we have operations in 11 states, primarily in the Southeast. The Company has one of the highest per capita soft drink consumption rates in the world and manages bottling territories with a consumer base of approximately 19 million people. Coca-Cola Bottling Co. Consolidated is listed on The NASDAQ Stock Market (Global Select Market) under the symbol COKE.

This annual report is printed on recycled paper.

FINANCIAL SUMMARY*

In Thousands (Except Per Share Data)	Fiscal Year 2007	2006	2005
Net sales	$1,435,999	$1,431,005	$1,380,172
Gross margin	621,134	622,579	618,911
Income before income taxes	32,239	31,160	38,752
Income taxes	12,383	7,917	15,801
Net income	19,856	23,243	22,951
Basic net income per share			
Common Stock	$ 2.18	$ 2.55	$ 2.53
Class B Common Stock	$ 2.18	$ 2.55	$ 2.53
Diluted net income per share			
Common Stock	$ 2.17	$ 2.55	$ 2.53
Class B Common Stock	$ 2.17	$ 2.54	$ 2.53

* The financial information in this Summary Annual Report was derived from and should be read in conjunction with the audited consolidated financial statements and notes thereto and management's discussion and analysis of the financial condition and results of operations, which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007. The fiscal years presented are the 52-week periods ended December 30, 2007, December 31, 2006, and January 1, 2006.

This Summary Annual Report includes forward-looking statements that reflect management's current outlook for future periods. These statements relate to, among other things, continued capital spending discipline in 2008; the consumer trend away from sparkling beverages; significant growth in sales and gross margin from our enhanced-water category, fruit/vegetable juice product category and other still beverages; focus on our own proprietary brands; a marketing emphasis on the strengths of our entire cola portfolio of Coke, Diet Coke and Coke Zero; innovation of sparkling beverage packaging; continued additions of stock keeping units (SKUs) in 2008 and the challenge this creates; the CooLift® delivery system and the potential to transform our delivery process and the related cost structure; the upgrade of our sales order handheld devices; the upgrade of our demand-planning software; installation of an automated, state-of-the-art order assembly system will greatly improve order assembly accuracy while reducing costs; an expanded dual packaging strategy; new immediate consumption technology; and our positive outlook for the future. These forward-looking statements are subject to risks and uncertainties that could cause the anticipated events not to occur or actual results to differ materially from historical results or management's anticipated results. The forward-looking statements in this Summary Annual Report should be read in conjunction with the Risk Factors section and the detailed cautionary information regarding forward-looking statements in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007. The Company undertakes no obligation to publicly update or revise any forward-looking statements.

Letter to Shareholders

Dear Shareholders:

In 2007, our Company faced one of its most challenging years in its 106-year history. Significant raw material cost increases, dramatically escalating energy prices, increasingly competitive product categories and a continued softness in demand for carbonated – or sparkling – soft drinks presented unprecedented challenges. Despite these obstacles, Coca-Cola Bottling Co. Consolidated (“Coke Consolidated”) generated solid operating results with net income of $19.9 million, or basic net income per share of $2.18.

Last year, we invested in the business by reorganizing our franchise business to improve operating efficiencies and offset, to some extent, these increased raw material costs. While we believe this restructuring is beneficial to our long-term performance, we did incur after-tax costs of $1.7 million, which negatively impacted our basic net income per share by $0.18. Without these restructuring costs in 2007, our net income totaled $21.6 million, which equates to basic net income per share of $2.36. This was a solid performance compared to net income in 2006 of $23.2 million, or basic net income per share of $2.55, especially when considering the 2006 results included a favorable benefit of $4.9 million, or basic net income per share of $0.54, due to a reduction in income tax expense as a result of agreements with state taxing authorities to settle certain tax positions.

We also continued our focus on improving the financial strength of our Company in 2007. We reduced our debt and capital lease obligations, net of cash, by approximately $38 million and strengthened our market position with a number of key customers. Also, the debt-reduction strategy we began in 2000 has successfully lowered our total debt (including capital leases and our Piedmont Bottling subsidiary for all years) from approximately $1.04 billion to $679 million at the end of 2007. This strategy has helped improve our profitability as interest expense has been reduced from $67.4 million in 2000 to $47.6 million in 2007.

While 2007 was a successful year, it was clearly a tale of two halves, with strong net sales, gross margin and net income in the first half and decidedly different results in the last half. We are disappointed in the second-half results; however, it is important to consider the dramatic cost increase in key raw materials. International instability and rising global demand for energy drove oil prices to $100 per barrel, pushing certain commodity costs, particularly diesel, to all-time highs. The increase in oil prices also directly contributed to double-digit cost increases for sweetener. For the second year in a row, the demand for ethanol and other corn byproducts caused prices for corn-based sweeteners to rise approximately 21 percent from the previous year. In addition, aluminum can prices were up approximately 18 percent in 2007.

To best address these challenges, the Company focused intensely on managing controllable expenses, in particular improving the efficiency and effectiveness of our supply chain. Further, we were very measured in capital spending in 2007, and will continue this discipline in 2008 while making the necessary investments to achieve long-term success.

Traditional sparkling beverages are our largest-selling product category, representing more than 80 percent of our total sales. Sales in this category continued to decline in 2007 due to reduced purchase frequency. There are many reasons for this, including the impact of higher retail pricing, a lack of effective innovation in the category and an increasing number of alternative beverages. This consumer trend away from sparkling beverages presents us with both challenges and opportunities.

In 2007, we made real progress in addressing this issue. Our partners at The Coca-Cola Company made significant investments in the fast-growing still beverage category with purchases of the FUZE® and glacéau® companies. Glacéau's vitaminwater® and smartwater® lineups are outstanding products with strong consumer appeal. Vitaminwater already dominates the enhanced-water category, and given our customer relationships and distribution capabilities, we expect to significantly increase the growth trajectory for this brand. FUZE® has an outstanding line of premium juice drinks and teas, as well as a strong entry in the energy drink category under the NOS® trademark.

We also completed a distribution agreement with Campbell's® to sell a number of its vegetable and fruit drinks, including V8® 100% Vegetable Juice drinks, V8 V-Fusion® juice drinks and V8 Splash® juice drinks in certain package sizes for specific channels of trade.

The combination of these new products, along with our existing Minute Maid® product line, gives us leadership in the fruit/vegetable juice product category in all immediate consumption channels. We are very bullish on this expanded and enhanced portfolio of beverages and expect it to deliver significant growth in sales and gross margin going forward.

During the past several years, we have talked about our transformation from a traditional soft drink bottler primarily selling sparkling beverages into a total nonalcoholic beverage company. We believe 2007 demonstrates the most material advancement to date. We added the aforementioned products on a staged basis in the latter part of 2007, and this transformation provides us with real momentum moving into 2008. In addition, we remain focused on creating and building our own proprietary brands as a vital part of our long-term strategy.

We are excited about the expanded brand portfolio, but also recognize the critical importance of sparkling beverages. We are particularly encouraged by consumers' embrace of Coca-Cola Zero, and we believe a marketing emphasis on the strengths of our entire cola portfolio of Coke, Diet Coke and Coke Zero will be a winning strategy. This "Red-Silver-Black" portfolio strategy tells consumers we can deliver the best cola taste – with or without calories – with this family of mega brands.

One critical component in re-energizing sparkling beverages is packaging. The new 20-ounce "grip" bottle introduced in 2007 enjoyed positive consumer acceptance. In 2008, we will continue to innovate our sparkling beverage packaging, including the broad-scale availability of eight-pack eight-ounce cans and the introduction of a number of other exciting packaging offerings.

While our expanded brand and package portfolio creates great opportunities in the marketplace, the additions also create challenges in sales, warehousing and delivery. We added more than 125 new stock keeping units (SKUs) in 2007, and today we sell approximately 500 different brand and package combinations. This is a four-fold increase in the past eight years, and we expect this trend to continue for the foreseeable future. As a result, we continue to work diligently to improve our sales forecasting, product ordering, manufacturing, warehousing, distribution and delivery processes to better address the challenges this expanded product portfolio creates.

A prime example of this effort is our patented CooLift® delivery system, which we have implemented in a number of our sales locations and continue to refine. We believe this new delivery system not only has the potential to transform our delivery process, but also the cost structure of Coke Consolidated's delivery system. The CooLift® system has already attracted the interest of other bottlers and

distributors. As we continue to develop and refine the system and the processes that support Coke Consolidated, we will also pursue these interested companies.

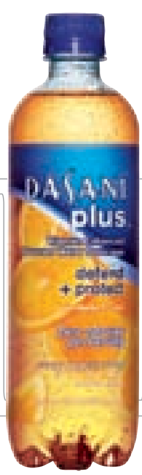
There is no question 2007 was a challenging year for Coke Consolidated – and we anticipate many of those challenges to continue in 2008. However, we maintain a very positive long-term outlook because we have a sound business plan, the right company culture, and truly great people who give their all each and every day. It is also important for us to remember we are stewards of one of the best-known and highly respected brand names in the world, something we take very seriously.

At Coke Consolidated, we have a unique and well-defined culture. We are proud that the Coke Consolidated employees embrace the values of honesty, morality, respectfulness, accountability, courage, discipline and optimism. We believe having these values at the center of our decision-making, and as a guiding foundation for the way we conduct business, gives us an edge in the highly complex and rapidly changing environment in which we compete.

Thank you for the opportunity to serve you. We look forward to an exciting 2008.

J. Frank Harrison, III
Chairman of the Board and
Chief Executive Officer

William B. Elmore
President and Chief
Operating Officer



While 2007 was indeed a challenging year, we are encouraged that the talented, dedicated team at Coke Consolidated responded to these challenges and delivered remarkably solid results.

As we reflect on 2007 and begin 2008, there are many positive things to celebrate. First and foremost are our people. The increasing pace of change in the beverage industry promises to accelerate even more. To continue to be a Coca-Cola system and industry leader, we are focusing our human-resource efforts on identifying the critical needs of the organization. We recognize our success is dependent on leadership at all levels in the Company. We are making great strides developing our ability to lead change through more effective employee communication, leadership development and succession planning.

Many of the initiatives we began several years ago have started to pay dividends in operational improvements and better equip the Company to perform well in another challenging year.

The team will undertake several new initiatives in 2008 to help meet our challenges. One critical need is to upgrade our sales order handheld devices and applications to handle the proliferation of SKUs and provide additional advanced functionality to our sales account managers. We also plan to upgrade our demand-planning software to better forecast sales, manage raw materials, source and ship product and manage inventory levels. Further, we will fine-tune our order assembly capability to improve our handling of low-velocity SKUs.

Another major initiative and capital expenditure for 2008 will be the installation of an automated, state-of-the-art order assembly system in our Charlotte production center. We believe this sophisticated manufacturing process – the first of its kind in the soft drink industry – will greatly improve order assembly accuracy while reducing costs.

"Red-Silver-Black" – a strategy that works.

In 2007, we initiated two tests that we believe will help re-energize our immediate consumption business. Our intelligent vending test in the Myrtle Beach, S.C., market equips each full-service vending machine with a radio transmitter that communicates data to a sophisticated computer program. This technology alerts us whenever a vending machine has a mechanical malfunction requiring repair, and allows us to optimize delivery frequency, product selection and inventory levels.

The 20-ounce package has been a longtime staple in convenience stores and a significant source of margin for our business. But as raw material costs have risen, the retail price of the 20-ounce package has also increased. Simultaneously, there has been an explosion of nonalcoholic beverage choices competing for the consumer's purchase decision in convenience stores. These two factors have led to a steady decline in our 20-ounce volume in the past several years. In response, we tested a dual package strategy – a combination of a 16-ounce package, more attractively priced than the 20-ounce, coupled with either a 24-ounce or one-liter package at a higher, but still attractive price. This test produced promising results, and we will expand this effort in 2008.

Many of the Company's selling territories suffered from a near-record drought in 2007, with local and state governments imposing a wide range of water-use restrictions. Fortunately, Coke Consolidated recognized the importance of being good stewards of this precious resource years ago. We are proud that our production centers exceed industry standards for water-usage efficiencies, and our production facilities are among the most water-efficient in the world. In fact, the Charlotte production center has been honored with the Environmental Excellence Award by the local water utility each of the last seven years. The Company has also been recognized for its leadership in the use of energy-efficient hybrid vehicles.

Embracing change can be unsettling for individuals and organizations. At Coke Consolidated, our employees have not only embraced change, but are committed to leading change. This Company has the most dedicated and talented workforce in the industry. With their commitment, we feel confident about this great Company's future success, no matter the challenges. We believe the best is yet to come.

John Montgomery Belk
1920-2007

Coca-Cola Bottling Co. Consolidated lost a dear friend and member of its family when John Montgomery Belk passed away in August 2007. As a longtime board member of our Company, he touched many lives, and his leadership and insight will be missed. His legacy as a business leader, public servant and philanthropist will forever be remembered, as John Belk gave generously of himself for the betterment of the Charlotte community, the state and world.

John Belk served as the chief executive officer of the Belk department store organization for more than 50 years. He also held many key leadership roles on the local, state and national levels, including his service as president of the Charlotte Chamber of Commerce and as Mayor of the City of Charlotte from 1969 to 1977. As Charlotte's mayor, he presided over an unprecedented period of growth and prosperity during which Charlotte became a thriving city and major center for finance, commerce and air transportation. His administration set a positive example of how business and government can work together to build a better community.

John Belk was a devoted husband, father and grandfather, respectively, to his wife of 36 years, Claudia Watkins Belk, his daughter, Mary Claudia Pilon, and his three grandchildren.

John Belk cared deeply for his company, his community, his church and his family. Coca-Cola Bottling Co. Consolidated is honored to have had his wisdom as a board member, and we will always cherish his memory.

CONSOLIDATED STATEMENTS OF OPERATIONS

In Thousands (Except Per Share Data)	Fiscal Year 2007	2006	2005
Net sales	**$1,435,999**	$1,431,005	$1,380,172
Cost of sales	**814,865**	808,426	761,261
Gross margin	**621,134**	622,579	618,911
Selling, delivery and administrative expenses	**538,806**	537,365	525,903
Amortization of intangibles	**445**	550	880
Income from operations	**81,883**	84,664	92,128
Interest expense	**47,641**	50,286	49,279
Minority interest	**2,003**	3,218	4,097
Income before income taxes	**32,239**	31,160	38,752
Income taxes	**12,383**	7,917	15,801
Net income	**$ 19,856**	$ 23,243	$ 22,951
Basic net income per share:			
Common Stock	**$ 2.18**	$ 2.55	$ 2.53
Weighted average number of Common Stock shares outstanding	**6,644**	6,643	6,643
Class B Common Stock	**$ 2.18**	$ 2.55	$ 2.53
Weighted average number of Class B Common Stock shares outstanding	**2,480**	2,460	2,440
Diluted net income per share:			
Common Stock	**$ 2.17**	$ 2.55	$ 2.53
Weighted average number of Common Stock shares outstanding — assuming dilution	**9,141**	9,120	9,083
Class B Common Stock	**$ 2.17**	$ 2.54	$ 2.53
Weighted average number of Class B Common Stock shares outstanding — assuming dilution	**2,497**	2,477	2,440

These condensed consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

CONSOLIDATED BALANCE SHEETS

In Thousands (Except Share Data)

ASSETS	**Dec. 30, 2007**	**Dec. 31, 2006**
Current assets:		
Cash and cash equivalents	**$ 9,871**	$ 61,823
Accounts receivable, trade, less allowance for doubtful accounts of $1,137 and $1,334, respectively	**92,499**	91,299
Accounts receivable from The Coca-Cola Company	**3,800**	4,915
Accounts receivable, other	**7,867**	8,565
Inventories	**63,534**	67,055
Prepaid expenses and other current assets	**20,758**	13,485
Total current assets	**198,329**	247,142
Property, plant and equipment, net	**359,930**	384,464
Leased property under capital leases, net	**70,862**	69,851
Other assets	**35,655**	35,542
Franchise rights, net	**520,672**	520,672
Goodwill, net	**102,049**	102,049
Other identifiable intangible assets, net	**4,302**	4,747
Total	**$1,291,799**	$1,364,467

These condensed consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

LIABILITIES AND STOCKHOLDERS' EQUITY	Dec. 30, 2007	Dec. 31, 2006
Current liabilities:		
Current portion of debt	**$ 7,400**	$ 100,000
Current portion of obligations under capital leases	**2,602**	2,435
Accounts payable, trade	**51,323**	44,050
Accounts payable to The Coca-Cola Company	**11,597**	21,748
Other accrued liabilities	**54,511**	51,030
Accrued compensation	**23,447**	19,671
Accrued interest payable	**8,417**	10,008
Total current liabilities	**159,297**	248,942
Deferred income taxes	**168,540**	162,694
Pension and postretirement benefit obligations	**32,758**	57,757
Other liabilities	**93,632**	88,598
Obligations under capital leases	**77,613**	75,071
Long-term debt	**591,450**	591,450
Total liabilities	**1,123,290**	1,224,512
Commitments and Contingencies		
Minority interest	**48,005**	46,002
Stockholders' equity:		
Common Stock, $1.00 par value:		
Authorized-30,000,00 shares; Issued-9,706,051 and 9,705,551 shares, respectively	**9,706**	9,705
Class B Common Stock, $1.00 par value:		
Authorized-10,000,000 shares; Issued-3,107,766 and 3,088,266 shares, respectively	**3,107**	3,088
Capital in excess of par value	**102,469**	101,145
Retained earnings	**79,227**	68,495
Accumulated other comprehensive loss	**(12,751)**	(27,226)
	181,758	155,207
Less-Treasury stock, at cost:		
Common Stock-3,062,374 shares	**60,845**	60,845
Class B Common Stock-628,114 shares	**409**	409
Total stockholders' equity	**120,504**	93,953
Total	**$1,291,799**	$1,364,467

These condensed consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

CONSOLIDATED STATEMENTS OF CASH FLOWS

In Thousands	Fiscal Year 2007	2006	2005
Cash Flows from Operating Activities			
Net income	**$ 19,856**	$ 23,243	$ 22,951
Adjustments to reconcile net income to net cash provided by operating activities:			
Depreciation expense	**67,881**	67,334	68,222
Amortization of intangibles	**445**	550	880
Deferred income taxes	**(4,165)**	(7,030)	3,105
Losses on sale of property, plant and equipment	**445**	1,340	775
Amortization of debt costs	**2,678**	2,638	1,967
Stock compensation expense	**1,171**	929	860
Amortization of deferred gains related to terminated interest rate agreements	**(1,698)**	(1,689)	(1,679)
Minority interest	**2,003**	3,218	4,097
Decrease in current assets less current liabilities	**1,947**	5,863	4,042
(Increase) decrease in other noncurrent assets	**1,058**	3,585	(1,475)
Increase (decrease) in other noncurrent liabilities	**3,854**	2,736	(1,471)
Other	**23**	180	(180)
Total adjustments	**75,642**	79,654	79,143
Net cash provided by operating activities	**95,498**	102,897	102,094
Cash Flows from Investing Activities			
Additions to property, plant and equipment	**(48,226)**	(63,179)	(39,992)
Proceeds from the sale of property, plant and equipment	**8,566**	2,454	4,443
Investment in plastic bottle manufacturing cooperative	**(3,377)**	(2,338)	
Other		(243)	
Net cash used in investing activities	**(43,037)**	(63,306)	(35,549)
Cash Flows from Financing Activities			
Payment of long-term debt			(8,550)
Payment of current portion of long-term debt	**(100,000)**	(39)	
Proceeds (payment) of lines of credit, net	**7,400**	(6,500)	(1,500)
Cash dividends paid	**(9,124)**	(9,103)	(9,084)
Excess tax benefits from stock-based compensation	**173**		
Principal payments on capital lease obligations	**(2,435)**	(1,696)	(1,826)
Premium on exchange of long-term debt			(15,554)
Other	**(427)**	(38)	692
Net cash used in financing activities	**(104,413)**	(17,376)	(35,822)
Net increase (decrease) in cash	**(51,952)**	22,215	30,723
Cash at beginning of year	**61,823**	39,608	8,885
Cash at end of year	**$ 9,871**	$ 61,823	$ 39,608
Significant non-cash investing and financing activities			
Issuance of Class B Common Stock in connection with stock award	**$ 929**	$ 860	$ 1,141
Capital lease obligations incurred	**5,144**		
Exchange of long-term debt			164,757

These condensed consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

CONSOLIDATED STATEMENTS OF CHANGES IN STOCKHOLDERS' EQUITY

In Thousands	Common Stock	Class B Common Stock	Capital in Excess of Par Value	Retained Earnings	Accumulated Other Comprehensive Loss	Treasury Stock	Total
Balance on January 2, 2005	$9,704	$3,049	$ 98,255	$40,488	$(25,803)	$(61,254)	$ 64,439
Comprehensive income:							
Net income				22,951			22,951
Net change in minimum pension liability adjustment, net of tax					(4,313)		(4,313)
Total comprehensive income							18,638
Cash dividends paid							
Common ($1.00 per share)				(6,643)			(6,643)
Class B Common ($1.00 per share)				(2,441)			(2,441)
Issuance of Class B Common Stock		20	1,121				1,141
Conversion of Class B Common Stock into Common Stock	1	(1)					—
Balance on January 1, 2006	$9,705	$3,068	$ 99,376	$54,355	$(30,116)	$(61,254)	$ 75,134
Comprehensive income:							
Net income				23,243			23,243
Net change in minimum pension liability adjustment, net of tax					5,442		5,442
Total comprehensive income							28,685
Adjustment to initially apply SFAS No. 158, net of tax					(2,552)		(2,552)
Cash dividends paid							
Common ($1.00 per share)				(6,643)			(6,643)
Class B Common ($1.00 per share)				(2,460)			(2,460)
Issuance of Class B Common Stock		20	840				860
Stock compensation expense			929				929
Balance on December 31, 2006	$9,705	$3,088	$101,145	$68,495	$(27,226)	$(61,254)	$ 93,953
Comprehensive income:							
Net income				19,856			19,856
Foreign currency translation adjustments, net of tax					23		23
Pension and postretirement benefit adjustment, net of tax					14,452		14,452
Total comprehensive income							34,331
Cash dividends paid							
Common ($1.00 per share)				(6,644)			(6,644)
Class B Common ($1.00 per share)				(2,480)			(2,480)
Issuance of Class B Common Stock		20	(20)				—
Stock compensation expense			1,344				1,344
Conversion of Class B Common Stock into Common Stock	1	(1)					—
Balance on December 30, 2007	**$9,706**	**$3,107**	**$102,469**	**$79,227**	**$(12,751)**	**$(61,254)**	**$120,504**

These condensed consolidated financial statements should be read in conjunction with the audited financial statements and notes thereto which are included in the Company's Annual Report on Form 10-K for the fiscal year ended December 30, 2007.

REPORT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

To the Board of Directors and Stockholders of Coca-Cola Bottling Co. Consolidated:

We have audited, in accordance with the standards of the Public Company Accounting Oversight Board (United States), the consolidated financial statements of Coca-Cola Bottling Co. Consolidated as of December 30, 2007 and December 31, 2006, and for each of the three years in the period ended December 30, 2007 (not presented herein) appearing in Item 8 of the Company's Annual Report on Form 10-K for the fiscal year ending December 30, 2007; and in our report dated March 12, 2008, we expressed an unqualified opinion on those consolidated financial statements.

In our opinion, the information set forth in the accompanying condensed consolidated financial statements is fairly stated, in all material respects, in relation to the consolidated financial statements from which it has been derived.

PricewaterhouseCoopers LLP

PricewaterhouseCoopers LLP
Charlotte, North Carolina
March 12, 2008

BOARD OF DIRECTORS

J. Frank Harrison, III
Chairman of the Board of Directors and
Chief Executive Officer
Coca-Cola Bottling Co. Consolidated

H. W. McKay Belk
President and Chief Merchandising Officer
Belk, Inc.

Sharon A. Decker
Chief Executive Officer
The Tapestry Group

William B. Elmore
President and Chief Operating Officer
Coca-Cola Bottling Co. Consolidated

Henry W. Flint
Vice Chairman of the Board of Directors
Coca-Cola Bottling Co. Consolidated

Deborah S. Harrison
Affiliate Broker
Fletcher Bright Company

Ned R. McWherter
Former Director of Piedmont Natural Gas Co., Inc.
and Volunteer Distributing Co., Inc.
Former Governor of the State of Tennessee

James H. Morgan
President and Chief Executive Officer
Krispy Kreme Doughnuts, Inc.

John W. Murrey, III
Assistant Professor
Appalachian School of Law

Carl Ware
Retired Executive Vice President,
Public Affairs and Administration
The Coca-Cola Company

Dennis A. Wicker
Partner
Helms Mulliss & Wicker, PLLC
Former Lieutenant Governor of the
State of North Carolina

EXECUTIVE OFFICERS

J. Frank Harrison, III
Chairman of the Board of Directors and
Chief Executive Officer

William B. Elmore
President and Chief Operating Officer

Henry W. Flint
Vice Chairman of the Board of Directors

Steven D. Westphal
Executive Vice President of Operations and Systems

William J. Billiard
Vice President, Controller and Chief Accounting Officer

Clifford M. Deal, III
Vice President, Treasurer

Norman C. George
President, ByB Brands, Inc.

James E. Harris
Senior Vice President and Chief Financial Officer

Kevin A. Henry
Assistant to the President and
Chief Human Resources Officer

Umesh M. Kasbekar
Senior Vice President, Planning and Administration

Melvin F. Landis, III
Senior Vice President, Chief Marketing and
Customer Officer

Lauren C. Steele
Vice President, Corporate Affairs

Jolanta T. Zwirek
Senior Vice President and Chief Information Officer

CORPORATE INFORMATION

Transfer Agent and Dividend Disbursing Agent
The Company's transfer agent is responsible for stockholder records, issuance of stock certificates and distribution of dividend payments and IRS Form 1099s. The transfer agent also administers plans for dividend reinvestment and direct deposit. Stockholder requests and inquiries concerning these matters are most efficiently answered by corresponding directly with American Stock Transfer & Trust Company, 59 Maiden Lane, New York, New York 10038. Communication may also be made by telephone Toll-Free (800) 937-5449 or via the Internet at www.amstock.com.

Stock Listing
The NASDAQ Stock Market (Global Select Market)
NASDAQ Symbol – COKE

Company Website
www.cokeconsolidated.com
The Company makes available free of charge through its Internet website its Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and all amendments to those reports as soon as reasonably practicable after such material is electronically filed with or furnished to the Securities and Exchange Commission.

Corporate Office
The corporate office is located at 4100 Coca-Cola Plaza, Charlotte, North Carolina 28211. The mailing address is Coca-Cola Bottling Co. Consolidated, P. O. Box 31487, Charlotte, NC 28231.

Annual Meeting
The Annual Meeting of Stockholders of Coca-Cola Bottling Co. Consolidated will be held at Snyder Production Center, 4901 Chesapeake Drive, Charlotte, North Carolina 28216, on April 29, 2008, at 10 a.m. local time.

Form 10-K and Code of Ethics for Senior Financial Officers
A copy of the Company's Annual Report to the Securities and Exchange Commission (Form 10-K) and its Code of Ethics for Senior Financial Officers is available to stockholders without charge upon written request to James E. Harris, Senior Vice President and Chief Financial Officer, Coca-Cola Bottling Co. Consolidated, P. O. Box 31487, Charlotte, North Carolina 28231. This information may also be obtained from the Company's website listed above.


Coca-Cola

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