

COCA COLA BOTTLING CO CONSOLIDATED /DE/  
Form 8-K  
March 11, 2010

**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):  
March 9, 2010**

**COCA-COLA BOTTLING CO. CONSOLIDATED**  
(Exact name of registrant as specified in its charter)

Delaware

0-9286

56-0950585

(State or other jurisdiction  
of incorporation)

(Commission File Number)

(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 2.02. Results of Operations and Financial Condition.

On March 9, 2010, Coca-Cola Bottling Co. Consolidated (the Company ) issued a news release announcing its financial results for the quarter and year ended January 3, 2010. A copy of the news release is furnished as Exhibit 99.1 hereto.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

- 99.1 News release issued on March 9, 2010, reporting the Company s financial results for the quarter and year ended January 3, 2010.
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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: March 11, 2010

BY:                    /s/ James E. Harris  
                             James E. Harris  
                             Principal Financial Officer of the  
   Registrant  
   and  
                             Senior Vice President and Chief Financial  
   Officer

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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 March 9, 2010, reporting the Company's financial results for the quarter and year ended January 3, 2010.