

COCA COLA BOTTLING CO CONSOLIDATED /DE/  
Form 8-K  
August 26, 2004

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## SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

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### FORM 8-K

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#### Current Report

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest event reported):

August 25, 2004

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## COCA-COLA BOTTLING CO. CONSOLIDATED

(Exact name of registrant as specified in its charter)

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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)

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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 Principal Officers; Election of Directors; Appointment of Principal Officers.

- (d) On August 25, 2004, the Board of Directors of Coca-Cola Bottling Co. Consolidated (the Company) appointed Robert D. Pettus, Jr. to the Company's Board of Directors. Mr. Pettus was appointed as the Vice Chairman of the Board and will serve on the Board's Finance and Retirement Benefits Committees. Information regarding compensation and benefits of Mr. Pettus as an executive officer of the Company can be found in the Company's proxy statement for its 2004 Annual Meeting of Stockholders, which information is hereby incorporated by reference.

Attached as Exhibit 99.1 is a copy of a press release of the Company, dated August 25, 2004, announcing the appointment of Mr. Pettus to the Board of Directors.

Item 9.01. Financial Statements and Exhibits.

- (c) Exhibit 99.1. Press release of the Company, dated August 25, 2004, announcing the appointment of Mr. Pettus to the Board of Directors.

Signatures

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: August 26, 2004

BY:

/s/ David V. Singer

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David V. Singer  
Principal Financial Officer of the Registrant  
and  
Executive Vice President and Chief Financial Officer

SECURITIES AND EXCHANGE COMMISSION

Washington, DC

EXHIBITS

CURRENT REPORT

ON

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EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Exhibit Description</u>
99.1	Press Release of the Company, dated August 25, 2004, announcing the appointment of Robert D. Pettus, Jr. to the Board of Directors.