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COCA COLA CO  
Form 8-K  
September 03, 2004

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):  
September 3, 2004

THE COCA-COLA COMPANY  
(Exact name of Registrant as specified in its charter)

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| Delaware<br>(State or other<br>jurisdiction<br>of incorporation) | 001-02217<br>(Commission<br>File Number) | 58-0628465<br>(IRS Employer<br>Identification No.) |
|--|--|--|

|   |                     |
|---|---------------------|
| One Coca-Cola Plaza<br>Atlanta, Georgia<br>(Address of principal executive offices) | 30313<br>(Zip Code) |
|---|---------------------|

Registrant's telephone number, including area code: (404)676-2121

Item 8.01. Other Events

As previously disclosed, over the past five years, the Competition Directorate of the European Commission (the "Commission") has been conducting an investigation into various commercial practices of The Coca-Cola Company (the "Company") and certain of its bottlers in Austria, Belgium, Denmark, Germany and Great Britain. In the last few months, the Company and the Commission began a dialogue to identify and address the commercial practices understood to be under review by the Commission. The Company recently submitted draft proposals that

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address all such practices.

The Commission has advised the Company that it intends to share these proposals with parties involved in the nonalcoholic beverage market, including retailers and other beverage suppliers, for their comment.

The Company remains committed to an open dialogue with the Commission, and will await further guidance on this matter from the Commission.

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.

THE COCA-COLA COMPANY  
(REGISTRANT)

Date: September 3, 2004

By: /s/ GEOFFREY J. KELLY

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GEOFFREY J. KELLY  
VICE PRESIDENT AND CHIEF  
DEPUTY GENERAL COUNSEL