

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)
MAY 18, 1994

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

Delaware (State or other jurisdiction of incorporation)	0-9286 (Commission File Number)	56-0950585 (IRS Employer Identification No.)
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1900 Rexford Road, Charlotte, North Carolina 28211
(Address of principal executive offices Zip Code)

Registrant's telephone number, including area code (704) 551-4400

Item 5. Other Events.

The Registrant issued the following press releases on May 18, 1994
and May 19, 1994.

Coca-Cola Bottling Co. Consolidated
1900 Rexford Road
Charlotte, NC 28209

MEDIA CONTACT	INVESTOR CONTACT
Lauren C. Steele	David V. Singer
704-551-4551	704-551-4604

FOR IMMEDIATE RELEASE
Wednesday, May 18, 1994

McKay Belk Named to Coke Consolidated Board

Charlotte, NC--Coca-Cola Consolidated shareholders elected Charlotte retail executive McKay Belk to the company's Board of Directors at the company's annual shareholder meeting Wednesday.

Belk, 37, continues the Belk family's long association with Coca-Cola

Consolidated. John Belk, Chairman of Belk Store Services, has served on the soft drink bottler's Board since 1972.

Charlotte-based Coca-Cola Consolidated is the second largest Coca-Cola bottler in the United States with annual revenues of more than \$700 million. The company has more than 5,000 employees and operations in 12 southeastern states.

Belk is Senior Vice President of Belk Store Services. He received his B.S. and M.B.A. degrees from the University of North Carolina at Chapel Hill and has worked in the Belk retail system since 1979. He is a member of the NationsBank Charlotte City Board of Directors and is a member of the Charlotte Chamber's Board.

ENJOY COCA-COLA

(Coca-Cola Logo) COCA-COLA BOTTLING CO. CONSOLIDATED

MEDIA CONTACT:

Lauren C. Steele
Vice President, Corporate Affairs
704-551-4551

INVESTOR CONTACT:

David V. Singer
Vice President, Chief Financial Officer
704-551-4604

FOR IMMEDIATE RELEASE

Thursday, May 19, 1994

Symbol: COKE

Quoted: NASDAQ National Market System

COCA-COLA BOTTLING CO. CONSOLIDATED APPOINTS J. FRANK HARRISON, III
VICE CHAIRMAN & CEO AND JAMES L. MOORE, JR. PRESIDENT & COO

The Board of Directors of Coca-Cola Bottling Co. Consolidated today announced that J. Frank Harrison, III has been appointed Vice Chairman and Chief Executive Officer of the Company while James L. Moore, Jr. continues as President and was appointed Chief Operating Officer.

Mr. J. Frank Harrison, Jr., Chairman of the Board made public the announcements today, following yesterday's meeting of the Board. All changes are effective immediately.

"The Board is confident that Frank and Jim's leadership will continue to be a major factor in the success of the Company," said Mr. Harrison, Jr.

Harrison III, 39, has been with the Company for 17 years. He has served in various capacities including Sales Center Manager, Division Sales Manager, Vice President and Vice Chairman of the Company. Moore, 51, has been with the Company for 7 years. Prior to his employment with the Company, he served as Vice President and later as President and Chief Executive Officer of Atlantic Soft Drink Company, a soft drink bottling subsidiary of Grand Metropolitan, USA. Mr. Moore will continue to report directly to Mr. Harrison, III. Both Mr. Harrison and Mr. Moore will continue to be members of 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 thereunto duly authorized:

COCA-COLA BOTTLING CO. CONSOLIDATED
(REGISTRANT)

Date: May 23, 1994

By: /s/ David V. Singer
David V. Singer
Principal Financial Officer of the
Registrant, and
Vice President, Chief Financial Officer