

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 15, 1996

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.)

1900 Rexford Road, Charlotte, North Carolina	28211
(Address of principal executive offices)	Zip Code)

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

Item 5. Other Events

On May 15, 1996, the Company issued the following press release:

Coca-Cola Bottling Co. Consolidated (NASDAQ National Market: COKE) announced that its Board of Directors authorized repurchase of up to an aggregate of one million shares of its Common Stock from time to time at the discretion of the Company's Executive Committee.

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, 1996

BY: /s/ David V. Singer

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