

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.)

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  
Lauren C. Steele  
704-551-4551

INVESTOR CONTACT  
David V. Singer  
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