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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**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):  
December 20, 2007**

**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.)

4100 Coca-Cola Plaza, Charlotte, North Carolina

(Address of principal executive offices)

28211

(Zip Code)

(704) 557-4400

(Registrant's telephone number, including area code)

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 Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On December 6, 2007, the Board of Directors of Coca-Cola Bottling Co. Consolidated (the “Company”) elected James E. Harris as Senior Vice President, Chief Financial Officer of the Company effective January 25, 2008. Mr. Harris succeeds Steven D. Westphal, who has served as the Company’s chief financial officer since May 2005. Mr. Westphal has been promoted to serve as Executive Vice President, Operations and Systems of the Company and will continue to serve as chief financial officer until January 24, 2008. A copy of the press release announcing Mr. Westphal’s promotion and the election of Mr. Harris is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Prior to joining the Company, Mr. Harris, 44, served as Executive Vice President and Chief Financial Officer of MedCath Corporation, an owner and operator of cardiovascular hospitals, since December 1999.

Mr. Harris has been a member of the Board of Directors of the Company since August 2003, and is a member of the Audit Committee and the Finance Committee of the Board of Directors. In connection with his election as the Company’s Senior Vice President, Chief Financial Officer, Mr. Harris has resigned from the Board of Directors effective January 25, 2008.

On December 6, 2007, the Compensation Committee of the Board of Directors approved Mr. Harris’ initial compensation and benefit arrangements, which will include:

- an initial annual base salary of \$400,000;
- eligibility to participate in the Company’s Annual Bonus Plan, with an initial target annual bonus equal to 50% of his annual base salary;
- eligibility to participate in the Company’s Long Term Performance Plan, with an initial target award to be set by the Compensation Committee in February 2008;
- eligibility to participate in the Company’s Officer Retention Plan (with an age 60 retirement benefit of \$3,000,000) and the Company’s Supplemental Savings Incentive Plan;
- a term life insurance policy with a death benefit equal to three times his annual base salary, subject to insurability;
- certain personal benefits and perquisites consistent with those received by other similarly situated officers of the Company, including up to \$2,500 per year for personal financial planning and tax services, an annual medical exam, four weeks paid vacation, and reimbursement of country club dues; and
- eligibility for other employee benefits generally available to all of the Company’s salaried employees, including the Company’s 401(k) Savings Plan; medical, dental and vision insurance; life and accidental death and dismemberment insurance; and long-term care insurance.

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Additional information about the Company's Annual Bonus Plan, Long Term Performance Plan, Officer Retention Plan, Supplemental Savings Plan and other benefit and perquisite arrangements is available in the Company's Definitive Proxy Statement filed with the Securities and Exchange Commission on March 27, 2007.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

99.1 Press Release dated December 20, 2007.



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SECURITIES AND EXCHANGE COMMISSION  
Washington, DC

EXHIBITS

CURRENT REPORT  
ON  
FORM 8-K

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COCA-COLA BOTTLING CO. CONSOLIDATED

EXHIBIT INDEX

| <u>Exhibit No.</u> | <u>Exhibit Description</u>             |
|--------------------|--|
| 99.1               | Press Release dated December 20, 2007. |



**News Release**

Media Contact: Lauren C. Steele  
VP - Corporate Affairs  
704-557-4551

**FOR IMMEDIATE RELEASE**

December 20, 2007

**Symbol:** COKE

**Quoted:** The NASDAQ Stock Market (Global Market)

## **Coca-Cola Consolidated Names James Harris CFO; Steve Westphal promoted to EVP Operations & Systems**

**CHARLOTTE, N.C.—** Dec. 20, 2007— Coca-Cola Bottling Co. Consolidated today announced that James E. Harris will be joining the company as Senior Vice President, Chief Financial Officer effective January 25, 2008. He has served on the Charlotte-based bottler's Board of Directors since 2003.

Harris succeeds Steven D. Westphal, CFO since 2005, who is being promoted to the position of Executive Vice President, Operations and Systems.

Harris joins the Company from MedCath Corporation where he served as Executive Vice President & Chief Financial Officer. MedCath is a publicly traded entity which operates in 15 states with 4,500 employees.

J. Frank Harrison, III, Chairman and CEO, said, "I am very pleased that Jamie Harris has decided to join Coca-Cola Bottling Co. Consolidated. He brings a wealth of experience to the role and will add value immediately".

William B. Elmore, President and COO, said, "The addition of Jamie to our Executive Leadership team serves to further strengthen what I believe is the best operating team in the business. Steve Westphal has been an outstanding CFO and will contribute greatly in his expanded capacity as Executive Vice President of Operations and Systems."

Coca-Cola Consolidated's 6,000 employees produce, market, and distribute a broad portfolio of non-alcoholic beverages, which include some of the most recognized and popular beverage brands in the world. Coca-Cola Consolidated is the second largest Coca-Cola bottler in the United States, operating in eleven states, primarily in the southeast. The Company's product portfolio includes sparkling beverages, bottled water, teas, juices, coffee drinks, isotonic and energy drinks.

**—Refresh-Hydrate-Enjoy—**

Coca-Cola Bottling Co. Consolidated, 4100 Coca-Cola Plaza, Charlotte, NC 28211