

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>HARRISON J FRANK III</u> _____ (Last) (First) (Middle) <u>4100 COCA COLA PLAZA</u> _____ (Street) <u>CHARLOTTE NC 28211</u> _____ (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <u>COCA COLA BOTTLING CO CONSOLIDATED /DE/ [ COKE ]</u>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chairman and CEO</u>		
			3. Date of Earliest Transaction (Month/Day/Year) <u>03/08/2011</u>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)					
			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person					

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Class B Common Stock	(1)	03/08/2011		A		40,000		(2)	(3)	Common Stock	(1)	\$0	242,580	D	
Class B Common Stock	(1)	03/08/2011		F		17,680		(2)	(3)	Common Stock	(1)	\$1,051,253	224,900	D	
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		535,178	I	See Footnote(4)
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		535,178	I	See Footnote(4)
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		535,178	I	See Footnote(4)
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		78,596	I	See Footnote(5)
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		78,595	I	See Footnote(6)
Class B Common Stock	(1)							(2)	(3)	Common Stock	(1)		78,595	I	See Footnote(6)

**Explanation of Responses:**

- Class B Common Stock is convertible into Common Stock, on a share-for-share basis, at any time at the option of the holder.
- Immediately.
- None.
- Such shares are held directly by one of three family limited partnerships (the "Family LPs"). A family limited liability company (the "Family LLC") holds a general partnership interest in each of the Family LPs. A family trust, of which the reporting person is a co-trustee and beneficiary (the "Family Trust"), holds a membership interest in the Family LLC. A residuary sub-trust, of which the reporting person is co-trustee and beneficiary, also holds a membership interest in the Family LLC. Two residuary sub-trusts, each of which the reporting person is co-trustee, also hold membership interests in the Family LLC. The reporting person disclaims beneficial ownership in all of these securities except to the extent of his pecuniary interest therein.
- Such shares are held directly by a sub-trust of which the reporting person is co-trustee and beneficiary.
- Such shares are held directly by a trust of which the reporting person is co-trustee and certain family members are beneficiaries. The reporting person disclaims beneficial ownership in all of these securities except to the extent of his pecuniary interest therein.

/s/ J. Frank Harrison, III 03/09/2011  
 \*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.