

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of
the Securities Exchange Act of 1934

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to § 240.14a-12

COCA-COLA BOTTLING CO. CONSOLIDATED

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

*** Exercise Your *Right to Vote* ***
Important Notice Regarding the Availability of Proxy Materials for the
Stockholder Meeting to Be Held on May 10, 2016.

COCA-COLA BOTTLING CO. CONSOLIDATED



COCA-COLA BOTTLING CO. CONSOLIDATED
4100 COCA-COLA PLAZA
CHARLOTTE, NC 28211-3481

Meeting Information

Meeting Type: Annual Meeting
For holders as of: March 14, 2016
Date: May 10, 2016 **Time:** 9:00 a.m., EDT
Location: Corporate Center
4100 Coca-Cola Plaza
Charlotte, NC 28211
For directions please call: (704) 557-4400

You are receiving this communication because you hold shares in the company named above.

This is not a ballot. You cannot use this notice to vote these shares. This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. You may view the proxy materials online at www.proxyvote.com or easily request a paper copy (see reverse side).

We encourage you to access and review all of the important information contained in the proxy materials before voting.

See the reverse side of this notice to obtain proxy materials and voting instructions.

M99925-P72393

Voting Items

Coke Consolidated's Board of Directors recommends you vote FOR ALL of the following nominees:

1. Election of Directors

Nominees:

- | | |
|--------------------------------|-------------------------|
| 01) J. Frank Harrison, III | 07) William H. Jones |
| 02) Alexander B. Cummings, Jr. | 08) Umesh M. Kasbekar |
| 03) Sharon A. Decker | 09) James H. Morgan |
| 04) Morgan H. Everett | 10) John W. Murrey, III |
| 05) Henry W. Flint | 11) Sue Anne H. Wells |
| 06) James R. Helvey, III | 12) Dennis A. Wicker |

Coke Consolidated's Board of Directors recommends you vote FOR the following proposal:

2. Ratification of the appointment of PricewaterhouseCoopers LLP as the Company's independent registered public accounting firm for fiscal 2016.

NOTE: Such other business as may properly come before the meeting or any adjournment or postponement thereof.

M99928-P72393