

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

<b>OMB APPROVAL</b>	
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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) 4100 COCA COLA PLAZA  (Street) CHARLOTTE NC 28211  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>COCA COLA BOTTLING CO</u> <u>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) <input type="checkbox"/> Other (specify below)  <p style="text-align: center;">Chairman and CEO</p>
	3. Date of Earliest Transaction (Month/Day/Year) 03/05/2013	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

**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 Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Class B Common Stock	(1)	03/05/2013		A		40,000 <sup>(2)</sup>		(3)	(4)	Common Stock	(1)	\$0	287,220	D	
Class B Common Stock	(1)	03/05/2013		F		19,880 <sup>(5)</sup>		(3)	(4)	Common Stock	(1)	\$1,282,658	267,340	D	
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		535,178	I	See Footnote <sup>(6)</sup>
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		535,178	I	See Footnote <sup>(6)</sup>
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		535,178	I	See Footnote <sup>(6)</sup>
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		78,596	I	See Footnote <sup>(7)</sup>
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		78,595	I	See Footnote <sup>(8)</sup>
Class B Common Stock	(1)							(3)	(4)	Common Stock	(1)		78,595	I	See Footnote <sup>(8)</sup>

**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.
- Represents shares delivered upon the vesting of 40,000 performance-based restricted stock units.
- Immediately.
- None.
- Represents shares withheld to satisfy the reporting person's tax liability in connection with the vesting of 40,000 performance-based restricted stock units.
- 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, holds a membership interest in the Family LLC. A residuary sub-trust, of which the reporting person is a co-trustee and beneficiary, also holds a membership interest in the Family LLC. Two residuary sub-trusts, each of which the reporting person is a 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 a co-trustee and beneficiary.
- Such shares are held directly by a sub-trust of which the reporting person is a 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 03/07/2013

\*\* 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.