

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):
August 25, 2004

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 28211
(Address of principal executive offices) (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))

Item 5.02. Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

- (d) On August 25, 2004, the Board of Directors of Coca-Cola Bottling Co. Consolidated (the "Company") appointed Robert D. Pettus, Jr. to the Company's Board of Directors. Mr. Pettus was appointed as the Vice Chairman of the Board and will serve on the Board's Finance and Retirement Benefits Committees. Information regarding compensation and benefits of Mr. Pettus as an executive officer of the Company can be found in the Company's proxy statement for its 2004 Annual Meeting of Stockholders, which information is hereby incorporated by reference.
- Attached as Exhibit 99.1 is a copy of a press release of the Company, dated August 25, 2004, announcing the appointment of Mr. Pettus to the Board of Directors.

Item 9.01. Financial Statements and Exhibits.

- (c) Exhibit 99.1. Press release of the Company, dated August 25, 2004, announcing the appointment of Mr. Pettus to 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 hereunto duly authorized.

COCA-COLA BOTTLING CO. CONSOLIDATED
(REGISTRANT)

Date: August 26, 2004

BY: _____ /s/ David V. Singer

David V. Singer
Principal Financial Officer of the Registrant
and
Executive Vice President and Chief Financial Officer

SECURITIES AND EXCHANGE COMMISSION
Washington, DC

EXHIBITS
CURRENT REPORT
ON
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COCA-COLA BOTTLING CO. CONSOLIDATED

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Exhibit Description</u>
99.1	Press Release of the Company, dated August 25, 2004, announcing the appointment of Robert D. Pettus, Jr. to the Board of Directors.

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

**News Release**

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

FOR IMMEDIATE RELEASE
August 25, 2004

***Robert D. Pettus, Jr. named Vice Chairman
Coca-Cola Consolidated Board of Directors***

Charlotte—Coca-Cola Bottling Co. Consolidated today announced that Robert D. Pettus, Jr. has been named to the Company's Board of Directors and appointed Vice Chairman of the Board. Mr. Pettus is a longtime veteran of the Charlotte-based company who plans to retire in February 2005.

"Bob Pettus has served Coca-Cola Consolidated with distinction for 20 years in a variety of roles from the human resources department to Executive Vice President and Assistant to the Chairman," Coca-Cola Consolidated Chairman and CEO J. Frank Harrison, III said. "We are fortunate that after his retirement Bob will continue to serve our Company as a member of the Board of Directors and as Vice Chairman of the Board."

Mr. Harrison said the new Vice Chairman will serve on the Finance and Retirement Benefit Committees.

Mr. Pettus, 59, joined Coca-Cola Consolidated in 1984 as Vice President of Human Resources. In that role, he helped engineer the rapid growth of the Company as it acquired numerous additional Coca-Cola bottling territories. In 1996, he was named Executive Vice President and Assistant to the Chairman. Mr. Pettus is a native of Greenville, SC and a graduate of the University of Tennessee. He and his wife, Marilyn, have three children.

Charlotte-based Coca-Cola Consolidated is the nation's second largest Coca-Cola bottler with bottling territories in 11 southeastern states.

—Enjoy Coca-Cola—