

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

| | | |
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| 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) Other (specify below) <p style="text-align: center;">Chairman and CEO</p> |
| | 3. Date of Earliest Transaction (Month/Day/Year) 03/08/2016 | |
| 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) | 03/08/2016 | | A | | 40,000 ⁽²⁾ | | (3) | (4) | Common Stock | (1) | \$0.00 | 349,160 | D | |
| Class B Common Stock | (1) | 03/08/2016 | | F | | | 19,080 ⁽⁵⁾ | (3) | (4) | Common Stock | (1) | \$3,397,958 | 330,080 | D | |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 535,178 | I | See Footnote ⁽⁶⁾ |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 535,178 | I | See Footnote ⁽⁶⁾ |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 535,178 | I | See Footnote ⁽⁶⁾ |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 78,596 | I | See Footnote ⁽⁷⁾ |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 78,595 | I | See Footnote ⁽⁸⁾ |
| Class B Common Stock | (1) | | | | | | | (3) | (4) | Common Stock | (1) | | 78,595 | I | See Footnote ⁽⁸⁾ |

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.

Remarks:

/s/ J. Frank Harrison, III 03/08/2016
 ** 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.