

Everett Morgan Harrison
Form 3
May 13, 2011

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB
Number: 3235-0104
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting
Person *

Â Everett Morgan Harrison

(Last) (First) (Middle)

4100 COCA-COLA PLAZA

(Street)

CHARLOTTE,Â NCÂ 28211

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)
05/10/2011

3. Issuer Name **and** Ticker or Trading Symbol

COCA COLA BOTTLING CO CONSOLIDATED /DE/
[COKE]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☒ Director ☐ 10% Owner
☐ Officer ☐ Other
(give title below) (specify below)

5. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group

Filing(Check Applicable Line)
☒ Form filed by One Reporting
Person
☐ Form filed by More than One
Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

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

SEC 1473 (7-02)

**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 control number.**

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)

Date Expirable Expiration Date Title

Amount or
Number of
Shares

4. Conversion
or Exercise
Price of
Derivative
Security

5. Ownership
Form of
Derivative
Security:
Direct (D)
or Indirect
(I)

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

(Instr. 5)

Class B Common Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	535,178	\$ <u>(3)</u>	I	See Footnotes <u>(4)</u> <u>(5)</u>
Class B Common Stock	Â <u>(1)</u>	Â <u>(2)</u>	Common Stock	78,596	\$ <u>(3)</u>	I	See Footnotes <u>(4)</u> <u>(6)</u>

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Everett Morgan Harrison 4100 COCA-COLA PLAZA CHARLOTTE, NC 28211	Â X	Â	Â	Â

Signatures

/s/ Morgan H.
Everett

05/10/2011

Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

(1) Immediately

(2) None

(3) Class B Common Stock is convertible into Common Stock, on a share-for-share basis, at any time at the option of the holder thereof.

(4) The reporting person disclaims beneficial ownership in all reported securities except to the extent of her pecuniary interest therein.

(5) These shares are held directly by a family limited partnership (the "Family LP"). The reporting person is a beneficiary of various trusts that hold direct and indirect interests in the Family LP.

(6) These shares are held directly by a subtrust of which the reporting person is a beneficiary.

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

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