

COCA COLA CO
Form 8-K
October 21, 2004

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**UNITED STATES
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): **October 21, 2004**

THE COCA-COLA COMPANY

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

001-02217

(Commission File Number)

58-0628465

(IRS Employer Identification No.)

**One Coca-Cola Plaza
Atlanta, Georgia**

(Address of principal executive offices)

30313

(Zip Code)

Registrant's telephone number, including area code: **(404) 676-2121**

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))
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Item 2.02 Results of Operations and Financial Condition

Attached as Exhibit 99.1 is a copy of a press release of The Coca-Cola Company, dated October 21, 2004, reporting The Coca-Cola Company's financial results for the third quarter and year-to-date 2004. Such information, including the Exhibits attached hereto, shall not be deemed "filed" for purposes of Section 18 of the Securities Act of 1934, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, except as shall be expressly set forth by specific reference in such filing.

On October 21, 2004, The Coca-Cola Company held an investor conference and webcast to disclose financial results for the third quarter and year-to-date 2004. The Supplemental Information package for use at this conference is attached and incorporated by reference herein as Exhibit 99.2. All information in the Supplemental Information package is presented as of September 30, 2004, and The Coca-Cola Company does not assume any obligation to correct or update said information in the future.

Item 9.01(c). Exhibits

- | | |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Exhibit 99.1 | Press Release of The Coca-Cola Company, dated October 21, 2004, reporting The Coca-Cola Company's financial results for the third quarter and year-to-date 2004. |
| Exhibit 99.2 | Supplemental Information prepared for use in connection with the financial results for the third quarter and year-to-date 2004. |

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.

THE COCA-COLA COMPANY
(REGISTRANT)

Date: October 21, 2004

By: /s/ DAVID M. TAGGART

David M. Taggart
Vice President and Treasurer

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Exhibit No.

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