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COCA COLA CO
Form 8-K
November 12, 2004

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):
November 11, 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))

Item 7.01 Regulation FD Disclosure.

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Attached as Exhibit 99.1 is a copy of a press release of The Coca-Cola Company, dated November 11, 2004, regarding Company priorities and long-term growth rate objectives. 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 November 11, 2004, The Coca-Cola Company held an investor conference and webcast regarding Company priorities and long-term growth rate objectives. 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 November 11, 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 November 11, 2004, regarding Company priorities and long-term growth rate objectives.
- Exhibit 99.2 Supplemental Information prepared for use in connection with the investor conference and webcast conducted on November 11, 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: November 11, 2004

By: /s/ Connie D. McDaniel

Connie D. McDaniel
Vice President and Controller

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Exhibit No.

Exhibit 9.01 Exhibits

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