

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ☒ Organization/Lobbying Firm ☐ Self Employed Individual

THE COCA-COLA COMPANY

2. Address ☐ Check if different than previously reported

Address1 **ONE COCA-COLA PLAZA** Address2
City **ATLANTA** State **GA** Zip Code **30313** - Country **USA**

3. Principal place of business (if different than line 2)

City State Zip Code - Country

4a. Contact Name

b. Telephone Number

c. E-mail

5. Senate ID#

MATT ECHOLS

☐ International Number

(202) 973-2663

mechols@coca-cola.com

9751-12

7. Client Name ☒ Self ☐ Check if client is a state or local government or instrumentality

6. House ID#

THE COCA-COLA COMPANY

309140000

TYPE OF REPORT 8. Year **2011** Q1 (1/1 - 3/31) ☐ Q2 (4/1 - 6/30) ☐ Q3 (7/1-9/30) ☐ Q4 (10/1 - 12/31) ☒

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ Termination Date 11. No Lobbying Issue Activity ☐

INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13

12. Lobbying

INCOME relating to lobbying activities for this reporting period was:

Less than \$5,000 ☐

\$5,000 or more ☐ \$

Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSE relating to lobbying activities for this reporting period were:

Less than \$5,000 ☐

\$5,000 or more ☒ \$ **\$1,150,000.00**

14. REPORTING Check box to indicate expense accounting method. See instructions for description of options.

- ☒ **Method A.** Reporting amounts using LDA definitions only
- ☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code
- ☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Signature

Filed Electronically

Date 01/20/2012

Printed Name and Title **Matt Echols, Vice President of Corporate Government Relations**

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Add additional page(s) as needed.

15. General issue area code

ENVENVIRONMENT/SUPERFUND

(one per page)

16. Specific lobbying issues

Promoting sustainability initiatives, packaging innovation, comprehensive recycling programs and water stewardship

17. House(s) of Congress and Federal agencies☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Agriculture - Dept of (USDA)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Janine	Kellner			<input type="checkbox"/>
Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
Ryan	Guthrie		Office of Rep. Baron Hill, 1999-2004, 2007-2009	<input type="checkbox"/>
Norman	Ross			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>

19. Interest of each foreign entity in the specific issues listed on line 16 above☒ Check if None

Printed Name and Title

Matt Echols, Vice President of Corporate Government Relations

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15. General issue area code

FOO

FOOD INDUSTRY (SAFETY, LABELING, ETC.)

(one per page)

16. Specific lobbying issues

Ensuring choice and fairness in food assistance programs

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Agriculture - Dept of (USDA)

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Ryan	Guthrie		Office of Rep. Baron Hill, 1999-2004, 2007-2009	<input type="checkbox"/>
Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
Norman	Ross			<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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15. General issue area code

ADVADVERTISING

(one per page)

16. Specific lobbying issues

1. Promoting Company's voluntary marketing to children policy
2. Raising awareness around Company participation in Children's Food and Beverage Advertising Initiative (CFBAI) pledge

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Agriculture - Dept of (USDA)

18. Name of each individual who acted as a lobbyist in this issue area

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Ryan	Guthrie		Office of Rep. Baron Hill, 1999-2004, 2007-2009	<input type="checkbox"/>
Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
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15. General issue area code

HCR

HEALTH ISSUES

(one per page)

16. Specific lobbying issues

1. Promoting healthy, active lifestyles, obesity prevention and additional funding for physical education programs
2. Opposing programs that discriminate against specific foods and beverages

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, White House Office

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Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
Norman	Ross			<input type="checkbox"/>
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15. General issue area code

TAX

TAXATION/INTERNAL REVENUE CODE

(one per page)

16. Specific lobbying issues

1. Promoting international tax policy to enable American job creation and to keep American business competitive in the global economy
2. Promoting 3% withholding on government contracts
3. Promoting extension of tax credits

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area

First Name	Last Name	Suffix	Covered Official Position (if applicable)	New
Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
Kathleen	Black		Office of Sen. Snow 2009-2011, Rep. S. Johnson	<input type="checkbox"/>
John	Downs			<input checked="" type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
				<input type="checkbox"/>
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FIN

FINANCIAL INSTITUTIONS/INVESTMENTS/SECURITIES

(one per page)

16. Specific lobbying issues

Promoting the exemption of small ticket items in debit interchange fee policy

17. House(s) of Congress and Federal agencies ☐ Check if None

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES

18. Name of each individual who acted as a lobbyist in this issue area

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Matt	Echols		Office of Rep. Saxby Chambliss, 1995-1998	<input type="checkbox"/>
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