

Clerk of the House of Representatives
Legislative Resource Center
135 Cannon Building
Washington, DC 20515
<http://lobbyingdisclosure.house.gov>

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510
<http://www.senate.gov/lobby>

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 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 Ms. KATHERINE RUMBAUGH		b. Telephone Number 2029732650	c. E-mail krumbaugh@coca-cola.com
			5. Senate ID# 9751-12
7. Client Name ☒ Self ☐ Check if client is a state or local government or instrumentality The Coca-Cola Company			6. House ID# 309140000

TYPE OF REPORT

8. Year 2016 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 for 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 ☒ \$ 2,420,000.00 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
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Signature Digitally Signed By: KATHERINE RUMBAUGH

Date 4/20/2016
4:50:14 PM

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 TAX

16. Specific lobbying issues

Issues relating to domestic and international business tax reform; issues relating to IRS exam and audit process reform; H.R. 2315/S. 386, Mobile Workforce State Income Tax Simplification Act of 2015; issues relating to Puerto Rico economic growth incentives including extension of manufacturers' deduction, rum cover-over and H.R. 4900, PROMESA

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
Kathleen	Black			☐
Katherine	Rumbaugh			☐

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

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 TRD

16. Specific lobbying issues

Issues relating to support for the Trans-Pacific Partnership, the Trans-Atlantic Trade and Investment Partnership, the WTO Trade Facilitation Agreement and the Environmental Goods Agreement

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, U.S. Trade Representative (USTR)

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
Kathleen	Black			☐
Katherine	Rumbaugh			☐

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

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 HCR

16. Specific lobbying issues

Health and wellness issues relating to calorie transparency and obesity prevention (no specific legislation); issues relating to the 2015 Dietary Guidelines

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Agriculture - Dept of (USDA), White House Office, Health & Human Services - Dept of (HHS)

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			☐
Katherine	Rumbaugh			☐
Eugene	Rackley			☐
Janine	Kellner			☐
Kathleen	Black			☐
Curtis	Etherly	Jr.		☐

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

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 BEV

16. Specific lobbying issues

Educated House, Senate and Executive Branch staff on the beverage industry's health and wellness programs, including the Balanced Calorie Commitment; health and wellness issues relating to calorie transparency and obesity prevention (no specific legislation); issues regarding proposed changes to the Nutrition Facts Panel and the 2015 Dietary Guidelines

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, White House Office, Agriculture - Dept of (USDA), State - Dept of (DOS)

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			☐
Katherine	Rumbaugh			☐
Kathleen	Black			☐
Janine	Kellner			☐
Eugene	Rackley			☐
Kate	Irvin			☐
Curtis	Etherly	Jr.		☐

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

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 ENV

16. Specific lobbying issues

Discussion of water conservation and access projects (no specific legislation); education on packaging initiatives, including the Company's PlantBottle technology and recycling programs; education on the Company's hybrid and alternative fuel truck fleet; discussion of new technologies in vending and cooling equipment

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

U.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Energy - Dept of, Environmental Protection Agency (EPA), Council on Environmental Quality (CEQ), Agriculture - Dept of (USDA), White House Office

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			☐
Katherine	Rumbaugh			☐

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

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 CDT

16. Specific lobbying issues

Provisions relating to aluminum market reforms in H.R. 2289, the Commodity End-User Relief Act

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Commodity Futures Trading Commission (CFTC)

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
Kathleen	Black			☐
Katherine	Rumbaugh			☐

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

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 ECN

16. Specific lobbying issues

Discussion of current and prospective partnership opportunities; discussion of the Company's contributions to the economic development of communities around the world; issues relating to Puerto Rico economic growth incentives

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, State - Dept of (DOS), U.S. Agency for International Development (USAID)

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
Kate	Irvin			☐
Janine	Kellner			☐
Katherine	Rumbaugh			☐
Curtis	Etherly	Jr.		☐
Kathleen	Black			☐

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

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 FOO

16. Specific lobbying issues

S. 2609/S. Amdt. 3450 (A Bill To amend the Agricultural Marketing Act of 1946 to require the Secretary of Agriculture to establish a national voluntary labeling standard for bioengineered foods, and for other purposes)

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

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

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			☐
Janine	Kellner			☐
Katherine	Rumbaugh			☐
Curtis	Etherly	Jr.		☐
Kathleen	Black			☐
Eugene	Rackley			☐

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

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 FOR

16. Specific lobbying issues

Issues relating to policies or programs that support public-private partnership initiatives; support for passage of pending tax treaties 111-7 (Hungary), 111-8 (Luxembourg), 112-8 (Chile), 112-1 (Switzerland), 113-4 (Spain), 113-5 (Poland); 114-1 (Japan)

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

U.S. SENATE, State - Dept of (DOS), U.S. Agency for International Development (USAID), 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
Kate	Irvin			☐
Curtis	Etherly	Jr.		☐
Katherine	Rumbaugh			☐
Kathleen	Black			☐

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

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 AGR

16. Specific lobbying issues

Education on the Company's sustainable agriculture initiatives

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Council on Environmental Quality (CEQ), Agriculture - Dept of (USDA), White House Office, State - Dept of (DOS)

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			☐
Katherine	Rumbaugh			☐
Curtis	Etherly	Jr.		☐
Kate	Irvin			☐

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

Information Update Page - Complete ONLY where registration information has changed.

20. Client new address

Address _____
City _____ State _____ Zip Code _____ Country _____

21. Client new principal place of business (if different than line 20)

City _____ State _____ Zip Code _____ Country _____

22. New General description of client’s business or activities

LOBBYIST UPDATE

23. Name of each previously reported individual who is no longer expected to act as a lobbyist for the client

First Name	Last Name	Suffix	First Name	Last Name	Suffix
1			3		
2			4		

ISSUE UPDATE

24. General lobbying issue that no longer pertains

AFFILIATED ORGANIZATIONS

25. Add the following affiliated organization(s)

Internet Address:

Name	Address				Principal Place of Business (city and state or country)	
	Street Address		Zip	Country		
	City	State/Province				
	City	State	Country			

26. Name of each previously reported organization that is no longer affiliated with the registrant or client

1

2

3

FOREIGN ENTITIES

27. Add the following foreign entities:

Name	Address			Principal place of business (city and state or country)	Amount of contribution for lobbying activities	Ownership percentage in client
	Street Address					
	City	State/Province	Country			
				City State Country		%

28. Name of each previously reported foreign entity that no longer owns, or controls, or is affiliated with the registrant, client or affiliated organization

1

3

5

2

4

6