

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
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LOBBYING REPORT

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

1. Registrant Name <input checked="" type="checkbox"/> Organization/Lobbying Firm <input type="checkbox"/> Self Employed Individual The Coca-Cola Company	
2. Address Address1 <u>ONE COCA-COLA PLAZA</u> Address2 _____ City <u>ATLANTA</u> State <u>GA</u> Zip Code <u>30313</u> Country <u>USA</u>	
3. Principal place of business (if different than line 2) City _____ State _____ Zip Code _____ Country _____	
4a. Contact Name Ms. <u>KATHERINE RUMBAUGH</u>	b. Telephone Number <u>2029732650</u>
c. E-mail <u>krumbaugh@coca-cola.com</u>	
5. Senate ID# <u>9751-12</u>	
7. Client Name <input checked="" type="checkbox"/> Self <input type="checkbox"/> Check if client is a state or local government or instrumentality The Coca-Cola Company	
6. House ID# <u>309140000</u>	

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	
<p align="center">12. Lobbying</p> <p>INCOME relating to lobbying activities for this reporting period was:</p> <p>Less than \$5,000 <input type="checkbox"/></p> <p>\$5,000 or more <input type="checkbox"/> \$ _____</p> <p>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).</p>	<p align="center">13. Organizations</p> <p>EXPENSE relating to lobbying activities for this reporting period were:</p> <p>Less than \$5,000 <input type="checkbox"/></p> <p>\$5,000 or more <input checked="" type="checkbox"/> \$ <u>1,620,000.00</u></p> <p>14. REPORTING Check box to indicate expense accounting method. See instructions for description of options.</p> <p><input checked="" type="checkbox"/> Method A. Reporting amounts using LDA definitions only</p> <p><input type="checkbox"/> Method B. Reporting amounts under section 6033(b)(8) of the Internal Revenue Code</p> <p><input type="checkbox"/> Method C. Reporting amounts under section 162(e) of the Internal Revenue Code</p>

Signature Digitally Signed By: KATHERINE RUMBAUGH

Date 1/23/2017
8:26:20 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 the effective, efficient and fair operation of the IRS exam and audit process including S. 2809, a bill to amend the Internal Revenue Code of 1986 to preserve taxpayers' rights to administrative appeal of deficiency determinations; 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, H.R. 5400, a bill to amend the Internal Revenue Code of 1986 to make permanent the deduction for income attributable to domestic production activities in Puerto Rico, and rum cover-over; issues related to debt-equity rules under IRS Code Section 385; H.R.3957/S.2346, Emergency Citrus Disease Response Act

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

U.S. SENATE, U.S. HOUSE OF REPRESENTATIVES, Treasury - Dept of

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			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>

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 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			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Ryan	Guthrie			<input type="checkbox"/>

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 support for calorie and ingredient transparency and obesity prevention (no specific legislation); issues relating to the Nutrition Facts Panel changes

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			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Eugene	Rackley			<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>

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 support for calorie and ingredient transparency and obesity prevention (no specific legislation); issues relating to the Nutrition Facts Panel changes; issues relating to policy developments affecting the international beverage industry (no specific legislation)

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), Health & Human Services - Dept of (HHS), 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
Ryan	Guthrie			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
Eugene	Rackley			<input type="checkbox"/>
Kate	Irvin			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>

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

Issues relating to water conservation, infrastructure and access projects, including H.R. 5303/S.2848, the Water Resources and Development Act; education on packaging initiatives and recycling programs; education on the Company's hybrid and alternative fuel vehicle 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			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>

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			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>

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			<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>

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

Educated House, Senate and Executive Branch staff on the Company's positive efforts to combat obesity and the general impact of federal programs on the beverage industry, including the Supplemental Nutrition Assistance Food Program (no specific legislation) and the Bioengineered Food Disclosure Standard (no specific legislation)

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			<input type="checkbox"/>
Janine	Kellner			<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>
Eugene	Rackley			<input type="checkbox"/>

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); issues relating to international trademark protection and enforcement (no specific legislation)

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, Commerce - Dept of (DOC)

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			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>

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 programs, including labor and environment 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), U.S. Customs & Border Protection

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"/>
Katherine	Rumbaugh			<input type="checkbox"/>
Curtis	Etherly	Jr.		<input type="checkbox"/>
Kate	Irvin			<input type="checkbox"/>
Kathleen	Black			<input type="checkbox"/>

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	State/Province	Zip	Country	City	Country
	City				State	

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	State/Province	Country			
	City			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