

Moore & Van Allen

April 21, 2014

**CERTIFIED MAIL
RETURN RECEIPT REQUESTED**

Top Hat Plan Exemption
Pension and Welfare Benefits Administration
Room N-1513, U.S. Department of Labor
200 Constitution Avenue, N.W.
Washington, D.C. 20210

Ann P. West
Attorney at Law

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Moore & Van Allen PLLC

Suite 4700
100 North Tryon Street
Charlotte, NC 28202-4003

Re: Coca-Cola Bottling Company Consolidated

Sir or Madam:

Coca-Cola Bottling Company Consolidated (EIN 56-0950585) hereby files the declaration and statement described in Department of Labor Regulation § 2520.104-23 that the Company maintains three plans primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees.

If you have any questions regarding the enclosed filing or need additional information, please contact us.

Very truly yours,

Moore & Van Allen PLLC



Ann P. West

Enclosure

cc: Jennifer MacGregor (w/enc.)

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RECEIVED

**DECLARATION OF PLANS MAINTAINED
FOR A SELECT GROUP OF MANAGEMENT
OR HIGHLY COMPENSATED EMPLOYEES**

The undersigned sponsor of the unfunded pension plans listed in Paragraph 3 below (the "Plans") hereby makes the following declaration pursuant to Department of Labor Regulation §2520.104-23:

1. The name, address and employer identification number of the employer sponsoring the Plans is:

Coca-Cola Bottling Co. Consolidated
4100 Coca-Cola Plaza
Charlotte, North Carolina 28211
EIN: 56-0950585

2. The sponsor maintains the Plans primarily for the purpose of providing deferred compensation for a select group of management or highly compensated employees.

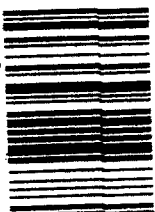
3. The sponsor maintains three (3) such Plans. The names of the Plans and the number of employees participating in the Plans are:

<u>Name of Plan</u>	<u>Number of Employees Participating</u>
Coca-Cola Bottling Co. Consolidated Long Term Retention Plan	4
Coca-Cola Bottling Co. Consolidated Supplemental Savings Incentive Plan	67
Coca-Cola Bottling Co. Consolidated Officer Retention Plan	37

IN WITNESS WHEREOF, the undersigned sponsor of the Plan has caused this Declaration to be executed by its duly authorized officer as of the _____ day of April, 2014.

COCA-COLA BOTTLING CO. CONSOLIDATED

By: Umesh Kasbekar
Officer's Name: Umesh M. Kasbekar
Officer's Title: Senior VP -- Administration & Planning



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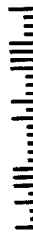
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