

COCA COLA BOTTLING CO CONSOLIDATED /DE/  
Form 8-K  
March 04, 2005

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## SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

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### FORM 8-K

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#### CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

March 1, 2005

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## COCA-COLA BOTTLING CO. CONSOLIDATED

(Exact name of registrant as specified in its charter)

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Delaware  
(State or other jurisdiction  
of incorporation)

0-9286  
(Commission File Number)

56-0950585  
(IRS Employer  
Identification No.)

4100 Coca-Cola Plaza, Charlotte, North Carolina 28211

(Address of principal executive offices) (Zip Code)

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(704) 557-4400

(Registrant's telephone number, including area code)

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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))
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Item 1.01 Entry into a Material Definitive Agreement.

On March 1, 2005, Coca-Cola Bottling Co. Consolidated (the Company) entered into a Consulting Agreement (the Agreement) with Robert D. Pettus, Jr., who served as an officer of the Company in various capacities from 1984 and is currently the Vice Chairman of the Board of Directors. Under the Agreement, Mr. Pettus has agreed to (i) assist the Company with the organization, administration and pastoring of the Company's stewardship programs and the on-going development and fostering of the Company's customer and officer relationships and (ii) assist management of the Company with major projects and the general oversight and guidance of the Company. As compensation for such services, Mr. Pettus will receive a fee of \$350,000 per year and reimbursement for annual country club dues during the term of the Agreement. The Agreement is effective as of March 1, 2005 and extends through February 28, 2007, but it is subject to termination by Mr. Pettus or upon Mr. Pettus' death, disability or failure to perform his duties under the Agreement.

A copy of the Agreement is filed as Exhibit 10.1 hereto and is incorporated herein by reference. The summary of the Agreement contained herein is qualified in its entirety by reference to the full text of the Agreement.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits.

**Exhibit**

**Number**

**Exhibit Description**

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10.1\* Consulting Agreement, effective as of March 1, 2005, between the Company and Robert D. Pettus, Jr.

\* Management Contract

**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.

**COCA-COLA BOTTLING CO. CONSOLIDATED**  
(REGISTRANT)

Date: March 4, 2005

By: \_\_\_\_\_ /s/ David V. Singer

\_\_\_\_\_

David V. Singer  
Principal Financial Officer of the Registrant  
and  
Executive Vice President and Chief Financial Officer

**SECURITIES AND EXCHANGE COMMISSION**

**Washington, DC**

**EXHIBITS**

**CURRENT REPORT**

**ON**

**FORM 8-K**

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**EXHIBIT INDEX**

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