

SENATE RESOLUTION NO. 111

BY SENATOR BARROW

A RESOLUTION

To designate Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.

WHEREAS, in 1906, Thomas Daigre founded the Baton Rouge Coca-Cola Bottling Company in a small building at the corner of Europe and St. Louis streets in downtown Baton Rouge, marking the inception of a legacy deeply rooted in Louisiana's history and culture; and

WHEREAS, from its humble beginnings serving the city of Baton Rouge with a one-horse wagon to becoming an integral part of the corporate Coca-Cola UNITED Bottling Company, the company has flourished, producing and marketing more than 650 products today; and

WHEREAS, Coca-Cola UNITED has proudly operated in Louisiana since 1902, with seven facilities across the state, including distribution warehouses and production centers, and employing more than 2,300 dedicated associates; and

WHEREAS, Coca-Cola UNITED is committed to a sustainable future for Louisiana, implementing innovative recycling practices to reduce environmental impact and ensure that beverage bottles and cans are collected, recycled, and repurposed into new packaging; and

WHEREAS, Coca-Cola UNITED has made substantial investments in *Keep Louisiana Beautiful* and the annual *Love the Boot Week* initiative, and partnering with various organizations to clean up litter and promote environmental conservation across the state; and

WHEREAS, Coca-Cola UNITED's contributions extend beyond environmental initiatives, as the company supports hundreds of civic and charitable organizations in Louisiana, investing more than \$6.5 million in community programs; and

WHEREAS, in 2023, Coca-Cola UNITED invested more than \$100 million in capital within Louisiana facilities, contributing significantly to the state's economy with \$937 million in economic activation, \$38 million in goods and services procurement from Louisiana suppliers, and support for more than 14,730 jobs; and

WHEREAS, Coca-Cola UNITED, headquartered in Birmingham, Alabama, is the second largest privately held Coca-Cola bottler in North America and the third largest bottler of Coca-Cola products in the United States, and employing more than 11,000 associates and serving millions of consumers across a six-state footprint including Alabama, Florida, Georgia, Louisiana, Mississippi, and Tennessee; and

WHEREAS, for more than 120 years, Coca-Cola UNITED has upheld its core values of quality, excellence, integrity, and respect; benefitting associates, consumers, customers, communities, and owners alike.

THEREFORE, BE IT RESOLVED that the Senate of the Legislature of Louisiana does hereby designate Wednesday, May 15, 2024, as Coca-Cola Day at the Louisiana State Capitol.

PRESIDENT OF THE SENATE