

2025 Regular Session

HOUSE RESOLUTION NO. 56

BY REPRESENTATIVE LAFLEUR

COMMENDATIONS: Commends Coca-Cola UNITED on its outstanding legacy, economic impact, and enduring commitment to the people and communities of Louisiana

1 A RESOLUTION

2 To recognize and commend Coca-Cola UNITED for its legacy, economic impact, and
3 commitment to the people and communities of Louisiana.

4 WHEREAS, on April 22, 2025, the state of Louisiana celebrates "Coca-Cola Day at
5 the Legislature", honoring the remarkable legacy and contributions of Coca-Cola UNITED
6 to our great state; and

7 WHEREAS, the story of Coca-Cola UNITED in Louisiana began in 1906, when
8 visionary entrepreneur Thomas Daigre founded the Baton Rouge Coca-Cola Bottling
9 Company in a modest building at the corner of Europe and St. Louis streets in Baton Rouge,
10 establishing a cornerstone for a company that would grow to become an integral part of
11 Louisiana's economic and cultural fabric; and

12 WHEREAS, for more than 130 years, Coca-Cola UNITED, now a vital privately
13 owned Coca-Cola bottler, has proudly operated in Louisiana and remained committed to
14 meeting evolving consumer needs and health-conscious lifestyles; and

15 WHEREAS, Coca-Cola UNITED currently operates seven facilities throughout
16 Louisiana, including five sales and distribution centers and two production plants, providing
17 meaningful employment to over 2,400 dedicated Louisianans and contributing significantly
18 to the state's economy; and

1 WHEREAS, as a locally owned and operated employer, Coca-Cola UNITED sustains
2 thousands of Louisiana jobs and continues to be a preferred beverage provider for consumers
3 across the state, contributing an estimated \$937 million in economic impact annually, plus
4 an additional \$38 million through purchases from local suppliers, supporting over 14,730
5 jobs in related industries; and

6 WHEREAS, over the past five years, Coca-Cola UNITED has demonstrated its
7 long-term commitment to Louisiana by investing over \$150 million in capital improvements,
8 strengthening infrastructure, and ensuring continued growth; and

9 WHEREAS, Coca-Cola UNITED is deeply committed to community well-being,
10 generously supporting civic and charitable organizations across Louisiana with
11 approximately \$6.5 million in annual investments in community programs; and

12 WHEREAS, the company has taken a national leadership role in addressing
13 childhood obesity; in 2006, Coca-Cola UNITED, as part of the American Beverage
14 Association, partnered with the Alliance for a Healthier Generation to reduce beverage
15 calories in schools by 94%, and voluntarily removed all full-calorie beverages from
16 elementary, middle, and high schools, implementing policies to support healthier
17 environments for children; and

18 WHEREAS, Coca-Cola UNITED's actions are guided by the enduring core values
19 of quality, excellence, integrity, and respect; these values have shaped its relationships with
20 employees, consumers, customers, and communities alike, while advancing initiatives in
21 sustainability, education, technology, and innovation.

22 THEREFORE, BE IT RESOLVED, that the House of Representatives of the
23 Legislature of Louisiana does hereby commend Coca-Cola UNITED for its legacy,
24 economic contributions, community engagement, and efforts to promote healthier lifestyles
25 and address childhood obesity across Louisiana and beyond.

26 BE IT FURTHER RESOLVED, that a copy of this Resolution be transmitted to
27 Coca-Cola UNITED.

DIGEST

The digest printed below was prepared by House Legislative Services. It constitutes no part of the legislative instrument. The keyword, one-liner, abstract, and digest do not constitute part of the law or proof or indicia of legislative intent. [R.S. 1:13(B) and 24:177(E)]

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