

2025 Regular Session

HOUSE RESOLUTION NO. 56

BY REPRESENTATIVE LAFLEUR

A RESOLUTION

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

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

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

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

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

WHEREAS, as a locally owned and operated employer, Coca-Cola UNITED sustains thousands of Louisiana jobs and continues to be a preferred beverage provider for consumers across the state, contributing an estimated \$937 million in economic impact annually, plus

an additional \$38 million through purchases from local suppliers, supporting over 14,730 jobs in related industries; and

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

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

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

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

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

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

SPEAKER OF THE HOUSE OF REPRESENTATIVES